



HASSRA

West Midlands

Annual Report 2023

Regional Chair's Foreword



Thank you to everyone for your contribution to HASSRA over the past year. 2023 has been an exceptional year for HASSRA West Midlands; we've delivered a huge programme of activities over the past 12 months, made even more impressive as every single thing we've done has been delivered by you as volunteers, in your own personal time, and for that I am extremely grateful.

One of the biggest achievements of 2023 is that we have grown our membership, evidently due to our fantastic regional offer. West Midlands membership currently stands at 4,501 members (at 31/12/2023), that's an increase of +89 members over the past year. Everyone has played a part in this increase, from discussions with new joiners at induction, the local club recruitment challenge we ran, and also the awareness presentations the Regional Board have delivered to new colleagues throughout the year. It shows that these activities do work, and we will continue them into 2024.

Members continue to face cost of living challenges; it is fantastic to see that HASSRA continues to offer great savings during this difficult time. Our range of cashback initiatives, competitions, discounted theatre shows and cinema and theme park ticket subsidies have saved members in excess of £40,000 over the past year. In addition, we've had yet another bumper year for regional winners in the HASSRA National Lottery, with a total of 109 West Midlands members winning a collective sum of £126,100 in prize money. This Annual Report is packed full of facts and figures to help you promote HASSRA within your offices so please do share it and use the numbers to encourage colleagues to join the association.

Our local clubs have once again done a superb job raising money for various local and national charities. Thank you to colleagues who give so generously to so many worthy causes every single year, especially at a time when everyone has less to spend. Throughout 2023, we raised an incredible £9,823.23 for charity.

Looking ahead to 2024, we will continue to grow our network of local clubs so that more members feel the benefit of HASSRA within their offices. We're currently guiding around half a dozen offices through the process of setting up a new HASSRA club locally. Engagement and communication is something I'm also passionate about, we've made great strides over the past year in communicating with our local clubs to build a community, our Local Club Connect quarterly meetings have helped to share regular updates on activities within the association and we'll continue to develop these into 2024, along with an event for club officials which we are planning for June - more on that shortly.

Finally, a huge thank you to everyone who has supported HASSRA at both a local club and regional level over the past year. Your hard work and dedication doesn't go unrecognised, and I am extremely grateful and appreciative of everything you do. My personal thanks to our Regional President Helene Dearn - since taking on the role last year Helene has advocated HASSRA at every opportunity.

Many thanks for your continued support and most importantly for everything you do.

Andy Richmond - HASSRA West Midlands Regional Chair

Board of Management

Regional President – Helene Dearn OBE

Regional Chair – Andy Richmond

Deputy Regional Chair – Gareth Niblett

Communications

Gareth Niblett
Daniel Suggitt
Sonia Wright

Finance

Brenda Viney
Asma Choudhury
Sandra Pollard

Events & Wellbeing

Jo Jones

Resources & Merchandise

Asma Choudhury

Recruitment & Retention

Asma Choudhury
Mandy Chilton
Andy Collin

Awards

Sonia Wright
Sandra Pollard
Asma Choudhury
Gareth Niblett

Disciplinary

Andy Richmond
Brenda Viney
Gareth Niblett

Annual Conference

Sonia Wright
Gareth Niblett
Daniel Suggitt

Trips

Sonia Wright
Daniel Suggitt

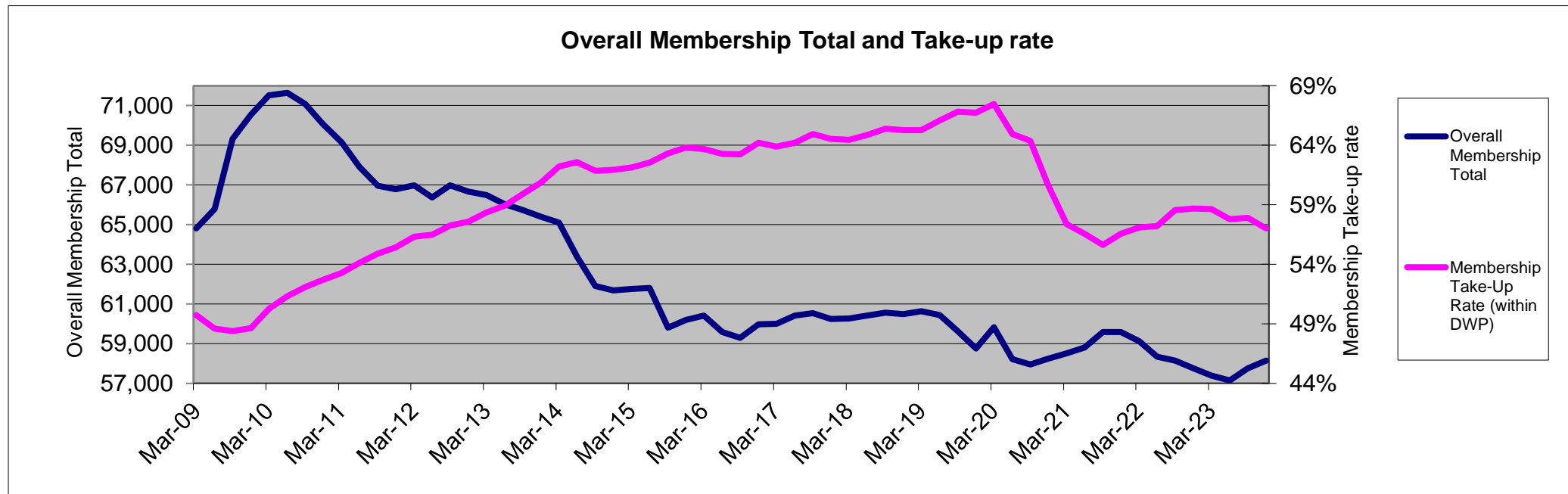
Memberships

National Membership:

- HASSRA membership = **58,133**
- DWP headcount = **87,684**
- Membership take up rate = **57.03%**

Regional Membership:

- HASSRA membership = **4,501**
- Retired members = **275**
- National Associate Members = **180**
- Comparison to data at end of December 2022 = **+89 members**



Recruitment & Engagement

Recruit & Reward Club Challenge

- The local club challenge ran from 01/08/2023 to 31/12/2023 with financial rewards for clubs with the highest membership percentage increase. 262 new members were recruited during the 5 months of the challenge.
- Clubs with the highest percentage increase were:
 - Walsall Crown Wharf HASSRA – 17.1%
 - Dudley JCP HASSRA – 14.9%
 - Erdington JCP HASSRA – 12.3%
 - Shrewsbury HASSRA – 10.5%
 - Telford New Town House HASSRA – 10.4%

Local Club Connect:

- Quarterly engagement sessions with local clubs, lasting up to 1 hour via Microsoft Teams.
- Providing an opportunity for local clubs to:
 - Hear about what's going on across the association at a national and regional level.
 - Seek help and advice.
 - Share ideas and best practice.
 - Build the local club community.

Introduction to HASSRA Events:

- A number of awareness presentations were delivered throughout the year to promote HASSRA amongst new recruits and encourage them to join the association. Events took place on 05/10/2023, 10/10/2023, 20/10/2023 and 15/11/2023. These events will continue in 2024.

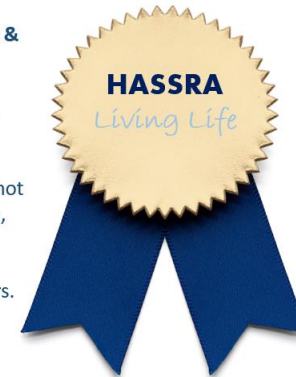
Recruit & Reward Club Challenge

The HASSRA West Midlands recruitment challenge 2023

The HASSRA West Midlands 'Recruit & Reward Club Challenge' 2023 encourages local HASSRA clubs to recruit new members in return for a financial reward.

On 01/08/2023 we will take a snapshot of each local [clubs](#) membership data, we'll then take a final snapshot on 31/12/2023 to calculate the percentage increase in new members.

 **HASSRA**
West Midlands



The clubs with the largest membership percentage increase will receive the following cash prizes:

1st place – **£300**
2nd place – **£200**
3rd place – **£150**
4th place – **£100**
5th place – **£50**

[So](#) use the [marketing materials](#) available on HASSRA Live and start recruiting new members today!

Please contact hassra.westmidlands@dwp.gov.uk if you need additional promotional materials.

HASSRA Lottery

109 regional winners in 2023

Winning a prize fund of **£126,100.00**



Month	Number of Winners	Value of Wins
January	6	£1,400.00
February	14	£23,700.00
March	5	£600.00
April	13	£12,300.00
May	7	£1,600.00
June	5	£2,400.00
July	13	£8,600.00
August	7	£1,100.00
September	7	£2,200.00
October	13	£52,800.00
November	8	£16,400.00
December	11	£3,000.00

Regional Competitions

11,573 competition entries

£8,724.38 spent on prizes

Month	Competition	Entries	Prizes	Cost
January	-	-	-	-
February	Valentine's Competition	549	X20 £50 Love2Shop e-codes	£1,000.00
March	Membership March	562	X20 winners of a year's HASSRA membership (£29.40)	£588.00
April	Tickets to Beverley Knight	643	X3 tickets to see Beverley Knight live in concert	£145.50
May	Coronation Cash Giveaway	885	X2 £250 and x5 £100 cash prizes	£1,000.00
June	Cornish Cream Tea Competition	267	X5 Cornish Cream Tea with Prosecco Hampers	£272.33
July	FIFA Women's World Cup	789	X10 £50 Sports Direct gift cards X5 £100 cash prizes for the Lionesses reaching the World Cup Final	£500.00 £500.00
August	World Cup Cash for Goals	391	X2 winners - £10 per goal scored by England at the FIFA Women's World Cup (£130 cash prize per winner)	£260.00
September	Love2Shop Voucher Giveaway	255	X4 Love2Shop e-codes; £30, £25, £20 and £20	£95.00
October	Strictly Come Dancing Tickets	700	X2 pairs of tickets to the Strictly Come Dancing Live Tour	£263.55
November	Christmas Cash Draw	All members	X10 £100 cash prizes	£1,000.00
December	Love2Shop This Christmas	602	X10 £100, x10 £50 and x20 £25 Love2Shop e-codes	£2,000.00
	12 Days of Christmas Competition	4,112	X12 daily £25 Love2Shop e-codes	£300.00
	Win Your Christmas Food Shop	1,188	X3 £100 Sainsburys vouchers	£300.00
	Christmas Day Cracker Competition	630	X10 £50 cash prizes	£500.00

Membership Offer

Throughout the year we have offered members numerous discounted theatre ticket offers. Take up of each show, along with the savings to members are detailed below:

Show	Number of tickets sold	Total saving to members
Dick Whittington – January 2023	250	£2,500.00
Sleeping Beauty – February 2023	93	£1,116.00
SIX The Musical – February 2023	144	£1,872.00
Titanic The Musical – April 2023	70	£1,260.00
The Commitments – April 2023	70	£840.00
The Lion King – August 2023	166	£4,980.00
Charlie & The Chocolate Factory – November 2023	120	£3,360.00
The Nutcracker – November 2023	106	£1,802.00
Snow White – January 2024	113	£1,864.50
Jack & The Beanstalk – January 2024	184	£2,484.00
Total	1,316	£22,078.50



Ticket Sales

Cinema Tickets:

- West Midlands members purchased **11,359** cinema tickets in 2023.
- HASSRA West Midlands subsidised ticket costs by **£13,475.33**.



Theme Parks & Attractions:

- Nationally HASSRA sold **26,787** tickets to theme parks and attractions throughout the UK in 2023.
- Saving members a total of **£274,147.00**.
- A **40.62%** saving on the general admission walk up price.



Cashback Offers

HASSRA members had the opportunity for great savings throughout 2023, with several cashback offers available via HASSRA Live. Each cashback offer gave members the opportunity to claim back 25% on ticket prices for either 2 or 4 general admission tickets depending on the offer. Details of the savings paid out to members are listed below:

Cashback Offers			
Offer	Number of applications	Total value of Cashback awarded	Average saving per member
Harry Potter World Cashback	19	£633.20	£33.33
Summer Days Out Cashback	73	£1,559.81	£21.37
Cadbury World Cashback	24	£333.23	£13.88
September Sports Cashback	29	£402.77	£13.89
September Spa Day Cashback	21	£792.97	£37.76
BBC Good Food Show Winter	14	£161.19	£11.51
National Trust Membership	14	£270.61	£19.33
Total	194	£4,153.78	-

Regional Events & Festivals

Regional Events:

- 533 West Midlands members attended regional events and national Festivals in 2023.
- The West Midlands indoor cricket team were runners up at the Inter-Association National Competition in October 2023, held in Derby. The mixed team consisted of 6 male and 2 female participants.
- Events and Festival feedback received from members was all positive, with new participants eager to attend again in 2024 having enjoyed themselves so much.
- A mixed team of 5 members entered the Inter-Association Ten Pin Bowling National Competition, held in Worcester.
- A variety of events were organised to incorporate our diverse member base, which we will continue into 2024.

March Mini Festival:

- 22 members attended the March Mini Festival, which replaced the cancelled September 2022 Festival following the passing of Queen Elizabeth II. 2 members that attended were new to Festivals.
- David Ireland (Coventry Cofa Court) won the national Chess at the Festival.

July Festival:

- 9 attendees from the July Festival had never attended previously.

September Festival:

- 13 attendees from the September Festival had never attended previously.
- Kevin Dolphin (National Associate Member) won the Golf at the Festival.

*22 members
experienced a
HASSRA National
Festival for the first
time in 2023*



Regional Event Participation

Month	Event	Number of Participants
January	-	-
February	-	-
March	2 – Badminton	14
	21 – Table Tennis	15
	24 – Annual Conference	97
	29 – Snooker	30
	31 – Mini Festival	22
April	20 – Rounders	16
	21 – Darts	20
May	22 – Footgolf	18
June	3 - Archery	8
	7 – Tennis	7
	7 – GK Quiz	15

Month	Event	Number of Participants
July	8 & 9 – Festival	42
	27 – Activity Day	28
	28 – Photography	13
August	23 – Activity Day	30
September	9 & 10 – Festival	42
	15 – Bubble Blown Pottery Workshop	10
	21 – Golf Taster Day	13
October	6 – 8 Ball Pool	28
	11 – TV & Film Quiz	37
	13 – Inter Association 10 Pin Bowling	6
	18 – Flower Wreath Making 28 – Inter Association Cricket	10 8
November	-	-
December	12 – Gonk Workshop	4

Regional Finances

- The HASSRA West Midlands regional accounts were prepared by Jackie Clydesdale (Regional Finance Manager) and audited by Scott Whiteside and Joseph O'Connor on 07/02/2024.

Account Balance Sheet 31/12/2023

Balance held on 01/01/2023	Income	Balance held on 31/01/2023	Expenditure
Treasury Bond	£92,000.00	Treasury Bond	£100,000.00
Lloyds	£62,799.33	Lloyds	£54,101.62
Total	£154,799.33	Total	£154,101.62

Profit & Loss Account – 31/12/2022

Balance at 01/01/2023	£154,799.22
Balance at 31/12/2023	£154,101.62
Excess of Income over Expenditure	-£697.71

INCOME		EXPENSES	
HASSRA Rebate	£80,193.85	Club Payments	£38,615.00
CSSC Grant	£1,680.00	CSSC	£210.91
Other Income	£355.55	Activity Days	£2,809.60
Interest	£1,969.17	AGM	£6,044.06
		Annual Awards	£1,050.00
		BOM	£517.06
		Badminton	£182.62
		Bowls	£477.53
		Cinema Subsidy	£10,840.40
		Competitions	£3,873.88
		Donations (Reward & Recognition)	£1,800.00
		Conference	£181.86
		Cricket (Indoor)	£1,154.70
		Darts	£176.22
		Discounts	£4,267.45
		Drama	£64.40
		Festivals	£73.84
		Golf	£90.20
		Kit & Equipment	£1,866.20
		New Initiatives	£800.84
		Pool	£1,663.10
		Quiz	£187.05
		Regional Sports	£1,499.46
		Rounders	£157.23
		Snooker	£404.54
		Table Tennis	£665.70
		Ten Pin	£582.70
		Tennis	£282.92
		Tickets	£154.50
		Trophies	£325.26
		Vouchers	£3,877.05
TOTAL INCOME	£84,198.57	TOTAL EXPENSES	£84,896.28

Photo Gallery



Regional Awards

Award	Winner
Best Large Club	1 st – Telford New Town House 2 nd – Birmingham Arena Central 3 rd – Coventry Cofa Court
Best Small Club	1 st – HASSRA Shrewsbury 2 nd – Erdington Sports & Social 3 rd – Walsall Bridle Court JCP
Business Sponsor of the Year	Gareth Niblett (Shrewsbury)
Volunteer of the Year	Gareth Niblett (Shrewsbury)
Best Arts, Crafts & Non Sporting Contributor	Rose de Negri (National Associate Member)
Best Communication	Winner: HASSRA Shrewsbury Highly Commended : Telford New Town House
Lynda Gadsden Memorial Trophy (For an outstanding contribution to charity)	Walsall Bridle Court JCP
Best Sports Person	Jo Jones (Telford New Town House)
Best Newcomer	Carl Bowkett (Birmingham Arena Central)
Wellbeing Award	Walsall Bridle Court JCP
HASSRA Heroes	Sandra Pollard (Retired Member) Jo Jones (Telford New Town House)



**HASSRA West
Midlands Regional
Awards 2023**

Keep in Touch



HASSRA.WestMidlands@dwp.gov.uk



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