



HASSRA

West Midlands

Annual Report 2024

Regional Chair's Foreword



Thank you to everyone for your contribution to HASSRA over the past year. 2024 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.

Over the past 12 months I am proud that we have grown our membership. West Midlands membership at 31/12/2024 stands at 4,727, that's an increase of +226 from the 4,501 members at 31/12/2023. Everyone has played a part in this increase, from discussions with new joiners at induction, our local club recruitment challenge we ran, awareness presentations delivered by the Regional Board to new colleagues, and of course our attractive offer of membership benefits and savings.

Our range of cashback initiatives, competitions, discounted theatre shows and cinema and theme park ticket subsidies have saved members in excess of £65,000 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 126 West Midlands members winning a collective sum of £76,800.00 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 2024, we raised an incredible £11,016.05 for charity (at the time of publication).

2025 is an incredibly special year for HASSRA; at a national level the association celebrates its 90th anniversary, whilst HASSRA West Midlands will also celebrate its 20th anniversary. Over the coming 12 months we have lots planned, along with an aspiration to spend an additional £20,000 for 20 years on top of our normal annual running costs.

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.

Andy Richmond

HASSRA West Midlands Regional Chair

Board of Management

Regional President – Helene Dearn OBE

Regional Chair – Andy Richmond

Deputy Regional Chair – Gareth Niblett OBE

Communications

Gareth Niblett
Daniel Suggitt
Sonia Wright

Finance

Brenda Viney
Asma Choudhury
Sandra Pollard

Events & Wellbeing

Jo Jones
Andy Collin

Resources & Merchandise

Asma Choudhury

Recruitment & Retention

Asma Choudhury
Mandy Chilton
Andy Collin

Awards

Sonia Wright
Sandra Pollard
Asma Choudhury
Gareth Niblett
Daniel Suggitt

Disciplinary

Andy Richmond
Brenda Viney
Gareth Niblett

Annual Conference

Sonia Wright
Gareth Niblett
Daniel Suggitt

Trips

Sonia Wright
Daniel Suggitt
Carl Bowkett

Memberships

National Membership:

- HASSRA membership = **61,638** (an increase of **+3,505** members since 31/12/2023).
- DWP headcount = **92,643**
- Membership take up rate = **57.10%**

West Midlands Membership:

- HASSRA West Midlands membership = **4,727**
- Comparison to data at end of December 2023 = **+226** (5.06%)
- Retired members = **298**
- National Associate Members = **194**

2025 Target:

- Our aspiration is to have more than 5,000 members by 31/12/2025.



Monthly Member Draws

Month	Number of new HASSRA members
January	37
February	41
March	72
April	56
May	42
June	33
July	49
August	40
September	41
October	30
November	24
December	24

Throughout 2024 we spent £100 a month on member draws, each month selecting:

- x2 new members who joined the association in the past month
- x2 existing members

To each win a £25.00 Love2Shop voucher.

A total of **489** members joined HASSRA West Midlands throughout 2024.



Recruitment & Engagement

Local Club Connect:

- Quarterly engagement sessions with local clubs.
- Providing an opportunity for local clubs to:
 - Receive updates across the association at a national and regional level.
 - Seek help and advice.
 - Share ideas and best practice.
 - Build the local club community.

Board of Management Shadowing Opportunities:

Throughout 2024 we held 5 Board of Management meetings at Arena Central in Birmingham. Prior to each BOM meeting members were invited to come along and shadow the BOM, providing a real insight into how the region operates, the thinking behind the decision-making processes and how funds are spent. As a result of the BOM shadowing initiative we were delighted to be able to recruit 1 member to serve on the West Midlands Board of Management.

Recruitment Presentations:

Throughout the year we have delivered several presentations promoting the benefits of HASSRA and encouraging colleagues to join the association. Presentations have predominantly been delivered via MS Teams, although a number of awareness sessions have been delivered face to face in offices.

'More More More in 24'

The HASSRA West Midlands recruitment challenge continues in 2024

Following the success of the 'Recruit & Reward Club Challenge' in 2023, HASSRA West Midlands is continuing the local club recruitment challenge with 'More More More in 24'.

Financial rewards will be available to the top 3 large (150+ members) and small (under 150 members) clubs who recruit the most new members between 01/01/2024 and 31/03/2024

The top 3 large and top 3 small local clubs will receive the following cash prizes:

1st place – £150
2nd place – £100
3rd place – £50

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

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



HASSRA Lottery

126 Regional winners in 2024

Winning a prize fund of **£76,800**



Month	Number of Winners	Value of Wins
January	6	£10,600.00
February	7	£6,600.00
March	8	£1,100.00
April	10	£11,400.00
May	11	£5,200.00
June	15	£8,200.00
July	15	£1,900.00
August	8	£2,100.00
September	8	£2,300.00
October	12	£18,200.00
November	7	£1,000.00
December	19	£8,200.00

Regional Competitions

11,402 competition entries

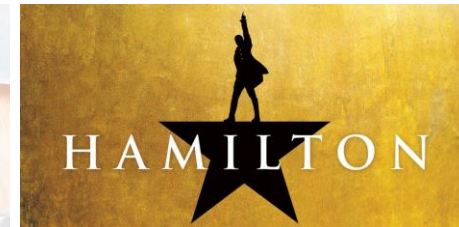
£9,781.44 spent on prizes

Month	Competition	Entries	Prizes	Cost
January	Unclaimed Christmas Competition Prizes Competition	605	X2 £100 cash prizes, x1 £50 and x4 £25 Love2Shop vouchers	£350.00
February	Spread The Love This Valentines Day	44	X10 £50 Love2Shop vouchers	£500.00
March	Easter Competition	571	X5 Cadbury Easter Chocolate Family Baskets	£369.95
April	National Garden Gift Vouchers	694	X10 £50 National Garden Gift Vouchers	£450.00
May	Eurovision Song Contest Competition	334	X5 £50 Love2Shop e-codes	£250.00
June	Euro 2024 Competition	443	X10 International football shirts of the members choice	£961.79
	Euro 2024 Cash for Goals Competition	520	X5 £80.00 cash prizes (£10 for each goal England scored at Euro 2024)	£400.00
	Euro 2024 Predictor Competition	232	X4 £100.00 cash prizes	£400.00
July	Olympic Cash for Medals Competition	568	X5 £140.00 cash prizes (£10 for each of the 14 Gold medals won by Team GB)	£700.00
August	Paralympic Cash for Medals Competition	287	X3 cash prizes - £98 (Gold), £88 (Silver) and £62 (Bronze) - £2 for each medal won by Paralympic Team GB	£248.00
September	Luxury Food & Wine Hamper Competition	881	X4 Luxury Food & Wine Hampers	£503.75
October	Christmas Hamper Competition	969	x5 Boxing Day Banquet Hampers and x5 Cadbury Chocolate Hamper Baskets	£1,369.95
November	Love2Shop This Christmas Competition	971	x10 £100, x5 £50 and x20 £25 Love2Shop vouchers	£2,000.00
December	12 Days of Christmas Competitions	3,069	X12 £25 Love2Shop vouchers daily between 01/12/2024 - 12/12/2024	£300.00
	Win Your Christmas Food Shop	879	X5 £100 Supermarket shopping vouchers	£478.00
	Christmas Day Cracker Competition	335	X5 £100 Cash prizes	£500.00

Membership Offer

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

Show	Number of tickets sold	Total saving to members
Snow White Panto – 04/01/2024	113	£1,864.50
Jack & The Beanstalk Panto – 18/01/2024	184	£2,484.00
Edward Scissorhands – 08/02/2024	112	£2,128.00
Wicked – 04/04/2024	153	£3,519.00
Hamilton – 08/08/2024	150	£3,577.50
Hairspray – 16/09/2024	80	£1,680.00
Aladdin – 16/10/2024	80	£2,400.00
Peter Pan Panto – 22/01/2025	182	£2,184.00
Total	1,054	£19,817.00



Cinema Ticket Sales

As a result of HASSRA West Midlands winning the National Cinema Society Trophy for the highest number of new cinema members in 2023, from 01/08/2024 as a thank you to members, we launched a new saving, offering members an additional £4.00 off their already discounted cinema tickets. Members could take advantage of the £4.00 saving twice per calendar month, with the discount automatically applied at the checkout.

Across 2024, HASSRA West Midlands members have purchased **12,359** cinema tickets (an increase of 1,000 tickets on 2023). Monthly sales are detailed below:

January	February	March	April	May	June
651	789	696	784	716	825
July	August	September	October	November	December
1,238	1,890	731	818	1,535	1,686

The table below shows the number of West Midlands members with a Cinema Society account in 2024. The volume of accounts increased by 18.33% (495 members) compared to 2023.

January	February	March	April	May	June
2,752	2,804	2,850	2,880	2,905	2,953
July	August	September	October	November	December
3,008	3,073	3,103	3,135	3,174	3,202



Cashback Offers

HASSRA members had the opportunity for great savings throughout 2024, with cashback offers available via HASSRA Live. Each cashback offer gave members the opportunity to claim back up 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 cashback per member
National Trust Membership (15%)	116	£2,250.68	£19.40
Theatre Cashback (25%)	109	£2,436.83	£22.36
Easter Holidays Cashback (25%)	50	£921.49	£18.43
BBC Gardeners World Cashback (25%)	16	£216.67	£13.54
UK Holiday Cashback (5%)	106	£3,921.51	£37.00
Summer Days Out Cashback (25%)	119	£2,300.54	£19.33
Sports Cashback (15%)	77	£980.22	£12.73
Adult Lego Nights Cashback (50%)	8	£105.00	£13.13
Panto Cashback (20%)	137	£2,680.94	£19.57
Total	738	£15,813.88	£21.43

Regional Events

- Throughout 2024 we organised 31 events, attracting participation from 746 HASSRA West Midlands members.
- Events held included ten pin bowling, 5-a-side football, crown green bowls, pool, archery, badminton, cricket (indoor/outdoor), darts, footgolf, road biking, tennis, rounders, snooker, table tennis and 2 family activity days.
- We also held a number of non-sporting events including a general knowledge quiz, Give Us a Clue, a music and pop quiz, photography day, x2 felt flower workshops and x3 Christmas felt wreath workshops.
- Participation for members was free for the vast majority of events. Only a small number of art / craft workshops attracted a small contribution to participate.
- Our West Midlands Mixed Inter Association Indoor Cricket team stole the show in October taking the trophy from 14-year reigning champions HASSRA Yorkshire & The Humber, in an electrifying performance and nail-biting final.

HASSRA Festivals

July Festivals:

- 50 members represented HASSRA West Midlands at the July Festival at the University of Warwick. Events featured archery, badminton, coarse angling, footgolf, general knowledge quiz, Give Us a Clue, gym-based triathlon, mens 5-a-side football, rounders, music, squash, tennis and walking.

September Festival:

- In September 2024, 55 members represented HASSRA West Midlands, with 14 of these being members attending their first ever Festival. Events included chess, craft, darts, fitness workshop, flat green bowls, golf, netball, pool, a pop quiz, snooker, table tennis, ten pin bowling and walking football.
- HASSRA collaborated with Activity Alliance for the first time in 2024 to run Festival events for less able-bodied members, which were very well received and a great addition to the schedule.

July Festival Achievements	September Festival Achievements
<ul style="list-style-type: none">• Winner Music Solo Instrumental• Runner-up Music Contemporary/Popular• Runner-up Male Gym-based Triathlon• Runner-up Male Squash• 4th (out of 22) Male Footgolf• 4th overall (out of 42) Footgolf• Plate Winners Ladies Badminton• Plate Winner Female Archery	<ul style="list-style-type: none">• Winner Golf Ladies Net Score• Winner Golf Ladies Scratch

Regional Event Participation

746 member participations
in regional events

Month	Event & Date	Number of Participants
January	-	-
February	20 – Needle Felt Flower Workshop	9
March	8 – Mens 5-a-side Football 15 – Annual Conference 19 – Table Tennis 20 – Snooker	40 94 9 31
April	12 – Give Us a Clue 19 – Darts 24 – Tennis 26 – Rounders	19 27 9 16
May	10 – Badminton 11 – Archery 15 – 10 Pin Bowling	9 9 11
June	3 – Foot Golf 5 – General Knowledge Quiz 7 – Road Bike Event 26 – Cricket Friendly 28 – Photography Day	30 35 3 9 8

Month	Event & Date	Number of Participants
July	5 – 8 Ball Pool 12 th -14 th – HASSRA Festival 20 – Inter Association Crown Green Bowls 25 – Family Activity Day 27 – Archery 31 – Cricket Friendly 31 – Pop Quiz	26 50 5 11 26 12 39
August	14 – Family Activity Day 16 – Fantasy Football	30 83
September	6 th -8 th – HASSRA Festival 18 – Indoor Cricket Trials	55 7
October	4 – Inter Association Ten Pin Bowling	6
November	4 – Inter Association Indoor Cricket 30 – Felt Wreath Making Workshop (10:00) 30 – Felt Wreath Making Workshop (14:30)	8 7 4
December	5 – Felt Wreath Making Workshop	9

Regional Finances

- The HASSRA West Midlands regional accounts were prepared by Jackie Clydesdale (Regional Finance Manager) and audited by Di Grossey and Robert Cooper on 13/02/2025.

Account Balance Sheet 31/12/2024

Balance held on 01/01/2024	Income	Balance held on 31/01/2024	Expenditure
Treasury Bond	£100,000.00	Treasury Bond	£100,000.00
Lloyds	£54,101.62	Lloyds	£34,274.06
Total	£154,101.62	Total	£134,274.06
Income 01/01/2024 to 31/12/2024	£88,898.39	Expenditure 01/01/2024 to 31/12/2024	£108,725.95

Profit & Loss Account – 31/12/2024

Balance at 01/01/2024	£154,101.62
Balance at 31/12/2024	£134,274.06
Excess of Income over Expenditure	-£19,827.56

Income		Expenses	
HASSRA Rebate	£84,779.91	Club Payments	£30,487.00
Other Income	£223.85	Activity Days	£3,694.92
Interest	£3,894.63	AGM	£6,216.40
		Annual Awards	£1,100.00
		BOM	£747.19
		Badminton	£341.77
		Bowls	£430.73
		Cinema Subsidy	£20,726.01
		Competitions	£11,876.44
		Donations (Reward & Recognition)	£825.00
		Cricket (includes Indoor)	£1,511.95
		Darts	£245.94
		Discounts	£14,858.37
		Football 5 aside	£499.63
		Kit & Equipment	£1,962.60
		New Initiatives	£715.70
		Pool	£269.56
		Promotional	£5,185.80
		Quiz	£1,416.75
		Recruitment	£1,700.00
		Regional Sports	£1,385.45
		Rounders	£170.56
		Snooker	£317.40
		Table Tennis	£495.48
		Ten Pin	£1,031.31
		Tennis	£117.18
		Trophies	£396.81
Total Income	£88,898.39	Total Expenses	£108,725.95

Photo Gallery



Photo Gallery



Regional Awards

Award	Winner
Best Large Club	1 st – Telford New Town House 2 nd – Coventry Cofa Court 3 rd – Birmingham Arena Central Highly Commended: Worcester Vine House
Best Small Club	1 st – Walsall Bridle Court Jobcentre 2 nd – Erdington Jobcentre 3 rd – Telford Southwater Jobcentre
Business Sponsor of the Year	Gareth Niblett (Shrewsbury)
Volunteer of the Year	Sonia Wright (Dudley Pedmore House)
Best Arts, Crafts & Non-Sporting Contributor	Tim Willis-Cotton (Telford New Town House)
Best Communication	HASSRA Shrewsbury
Lynda Gadsden Memorial Trophy (For an outstanding contribution to charity)	Telford New Town House
Best Sports Person	Tariq Ali MBE (Wolverhampton Molineux House)
Best Newcomer	Chloe Morris (Dudley Pedmore House)
Wellbeing Award	Winners: Handsworth Runners Up: Telford New Town House
HASSRA Heroes	Paula Flatman (Dudley Pedmore House) Sharon Hall (Wolverhampton Molineux House) Deb De Negri (Telford New Town House)



**HASSRA West
Midlands Regional
Awards 2024**

Keep in Touch



HASSRA.WestMidlands@dwp.gov.uk



HASSRA WestMidlands



www.hassra.org.uk



@HASSRAWM