



Lewes FC



Impact Report '22-23



**WE
BELIEVE
IN FOOTBALL
DONE
BETTER**





The Lewes FC
2022-23 season
broke boundaries,
broke records
and at times broke hearts.

We (**probably**) wouldn't
want it any other way, but
it's always good to take a
moment and reflect back...

We believe in football done better. We seek to be brave, ambitious and community-centred in everything we do. We don't always get it right, but hand on heart I can say I think we often do. In this report, we hope to show how much heart and passion goes into our work, how much heart and passion we generate and how much heart and passion we benefit from as well.

At the core of every win or action or activity there are countless people, some less visible than others. We are so truly grateful to our long list of volunteers and to our staff and Directors for their tireless work and our commercial partners whose financial support has scaled up our impact over recent years.

We are also grateful to every single person who puts their own money into the club – whether by buying tickets, pints or pies, shirts and scarves, in subs and fees, in ownerships, donations, player sponsorships, VIP packages and beach huts and more. We think about every single one of those transactions, a lot. And we try to provide you with quality, value and meaning each time.

I hope you enjoy this report and share any feedback in the next Townhall or on any of our social channels.

Come on you Rooks

MAGGIE MURPHY 
CEO, LEWES FC

MAGGIE



MURPHY



As part of our commitment to good governance, transparency and accountability, we share here the annual Lewes FC Impact Report for the '22-23 season



In previous seasons, we have released separate reports on our impact and strategy, but are bringing them together for the first time here.

Everything we do is to create something bigger than ourselves, whether in the in the local Lewes community or the wider football ecosystem. We seek to be transparent and accountable to our fans and owners so here we show you how well we've done but also where we missed the mark.

Whilst we are proud of the progress we made, such as reaching the Quarter Finals of the FA Cup for the first time or only missing the playoffs on goal difference, we acknowledge that there are key areas where we need to build for the future.

We have made good continuity from previous seasons not only in our on-pitch performances, but also in our impact, community engagement and wider brand awareness. This continuity is important, as it shows how we are building for the longer term.


We continue to listen to our fans and owners more than ever, with monthly townhalls, a second comprehensive fans' survey and better the data on our match day offerings. Those inputs really help us focus and prioritise our next steps as we build as strong, successful, sustainable and impactful club as possible.

How to read the report

Our club strategy consists of five pillars that form the operating structure of Lewes FC, each of which has three major goals. Our published strategy outlines a number of actions and activities attached to each goal, as well as a set of indicators of success which we monitor to track and chart our success over the year.

This report outlines what we have achieved and gives some examples of our work, and then gives the data around the targets and how we rate our progress. The key below indicates the stage of completion for each goal.

The timeline for this report is July 2022 to July 2023, though at times we may include reference to work or events outside of this time period if it makes logical sense to do so.

	Completed/ On Track
	In Progress
	Some Progress
	At Risk

N 50° 52' 08", E 000° 00' 44'



OUR OPERATING PILLARS

Five pillars form the operating structure and strategic vision of Lewes FC



10 

High Performance Football

We seek to create the best possible environment and ecosystem for our players and staff to fulfil their whole potential.

32 

Full Financial Sustainability

We seek to create a club that is fully sustainable, with a vision that one day we will not rely on external sponsors or investors for survival but thrive through our own ownership base.

66 

Fan and Community Engagement

We believe that a football club is a sacred community asset, providing value to its communities on matchdays and beyond. We seek to prove that football can be a powerful force for good for our matchday fans, our community teams and partners, and to our broader communities of interest in Lewes and around the world.




56 

Own House in Order

To live up to our own principles and values, we must be an exemplary football club behind the scenes with regards to our people, the way we operate and our infrastructure.



88 

Impact on the World

Lewes FC believes in football done better. We shouldn't be seen as disruptors, but we are.

We promote ethical, well-governed, sustainable and equitable football governance and we also work to capitalise on football's power to influence wider social and cultural norms and create healthy, inclusive communities. We also seek to scale up our impact by supporting others to champion the same principles and ways of working.

We seek to create **the best possible environment** and ecosystem for our players and staff to fulfil their whole potential.

High performance football





The Men's first team ended the season sat in 6th place, losing out on a play-off spot on goal difference alone, despite a 3-1 away win on the final day away at Canvey Island. This was the highest the team has finished in 15 years.



Centre forward **Joe Taylor** continued to score goals for fun, bagging 37 in all competitions. Taylor scored five in the club's record FA Cup win, scoring 8 past Sheppey with no return.

Since joining the club back in April 2021, Men's First Team Managers Tony Russell and Joe Vines have transformed the fortunes of The Rooks, playing a unique brand of football; a flowing, attacking style not seen at The Dripping Pan in many years.



GOAL OF THE SEASON:

Ayo Olukoga vs. Bishop's Stortford (Isthmian League)

Our great fan turnout saw us the third best supported team across the whole of the Isthmian League with an average attendance of 796 across all competitions this season.

An 8-0 victory against Sheppey United saw us recorded our biggest ever FA Cup victory.

Goalkeeper **Lewis Carey** played every second of every game in season '22-23.



OWNERS' PLAYER OF THE YEAR:

Joe Taylor

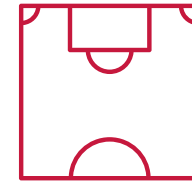
PLAYERS' PLAYER OF THE YEAR:

Joe Taylor



LEWES LEGEND:

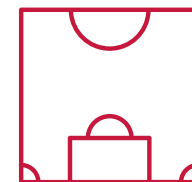
Bradley Pritchard



JOE TAYLOR

35 league goals

**ISTHMIAN PREMIER LEAGUE
GOLDEN BOOT WINNER**



The highlight of the Women's first team season was the incredible Vitality Women's FA Cup run that saw them reach the quarter-final for the first time. Strong home wins over London Bees (5-0), Cardiff City (6-1) and away at Ipswich Town (1-0) gifted the club a magic sell-out game at The Pan against Manchester United, streamed live on the BBC. Emily Kraft's goal, later voted the goal of the Rooks' season, gave them late hope before United ran out 3-1 winners. The FA Cup Quarter-Final game broke three records:



CLUB'S FURTHEST EVER PROGRESSION IN THE FA CUP

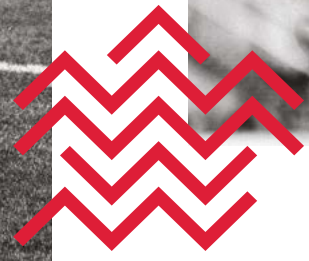


CLUB RECORD ATTENDANCE AT THE DRIPPING PAN

2,801



HIGHEST EVER ATTENDANCE AT A WOMEN'S FA CUP QUARTER FINAL



FA CUP GLORY

Our furthest ever progression!



WOMEN'S TEAM '22-23

In the League, the Women's team finished 9th, one place lower than 2022. We had an average attendance of 797 across all competitions.

This season saw a number of our players called up for international duty. **Ellie Mason** made her debut for Northern Ireland, joining teammate **Rebecca McKenna**.

Sophie Whitehouse was called up to Republic of Ireland squad for friendlies versus USA in America. She travelled to Australia for the FIFA Women's World Cup as a standby player.

Additionally **Ivi Casagrande**, our Sports Science Lead also travelled to the World Cup as part of her work with the Brazil national team.



GOAL OF THE SEASON:

Emily Kraft vs. Manchester United
(Vitality Women's FA Cup)



PLAYERS' PLAYER OF THE YEAR:

Sophie Whitehouse

MANAGER'S PLAYER OF THE YEAR:

Sophie Whitehouse



LEWES LEGEND:

Laura Hartley

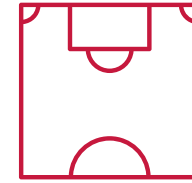


OWNERS' PLAYER OF THE YEAR:

Ellie Mason

GOLDEN BOOT:

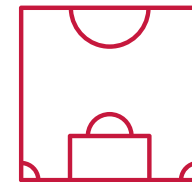
Ellie Mason



ELLIE MASON

9 goals in
all competitions

**LEWES FC WOMEN
GOLDEN BOOT WINNER**





Girls Pathway

Our U14s had a strong season on the pitch finishing 2nd in the league and winners of the Sussex Girls Challenge Cup. The 16s have had a very good season, finishing 3rd in their league and runners up in the cup.

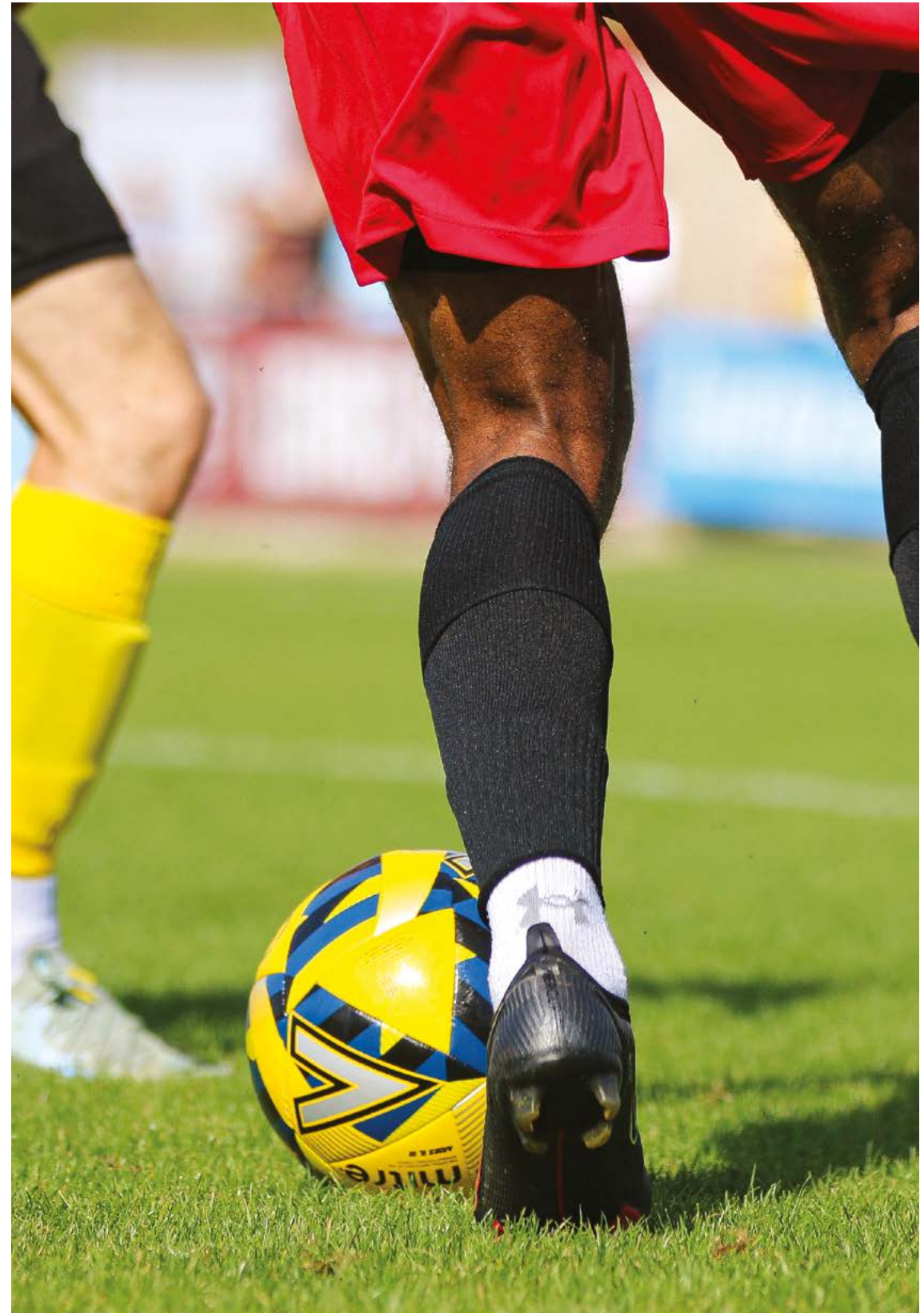
Despite the Development Squad league only being a few months long, in this short time the team came a long way as a collective and started to develop a strong playing identity. In the friendlies that made up the second half of our season it was clear to see good progress had been made in our individual standards as well as team performances.



Boys Pathway

Despite a change in management of the U18s side after they had reached the FA Youth Cup First Round in November, the side recovered and finished the season with great promise for the new season and better integration with the men's first team. New Head Coach **Jon Miller** and his team has helped advance the alignment between our U18s and our men's first team which resulted in **Archie McGonigle** and **Fraser Middleton-Tozer** both receiving call-ups to the first team.

We are proud of the staff, boys, and the future vision of uniting and aligning our youth pathway with our men's first team.



01

We will identify and recruit talented staff and players whose potential we can unlock through our nurturing, professional ecosystem, help to refine their talent and elevate their future prospects.

We will undertake more strategic recruitment of players and staff who understand the ups and downs of the professional journey and arrive at Lewes ready to reflect, re-focus, and re-fine their unique talent. We will increase our mentoring opportunities for staff and establish better monitoring and support mechanisms. We will create more robust processes for players exiting the club.

Progress




Target recruitment profiles are in place for the Women's Team: we recruited **Emily Kraft** from Germany and retained **Rebecca McKenna** and **Ellie Mason** after the Euros. We also attracted key loan signings from WSL clubs in **Charlotte Wardlaw** and **Emma Thompson**.

The Men's Team are building their recruitment framework, player profiles and strategy IDPs are in place for women's team.

Closer working relationships developed during the '22-23 pre-season with Men's Pathway and First team, including training at Lewes once a week.

Kelly Lindsey, Head of Performance, was crucial in acting as a lynchpin across the club, bringing people on the journey and creating a compelling story for recruitment. Her departure, and the role being left unfilled for financial reasons at the end of the '22-23 season had an impact on recruitment ahead of the '23-24 season.

Recruit, retain and refine players and staff with the potential to excel

1	<p>Meet our recruitment and retainment player targets across the two first teams and the pathway.</p> <p>Both 1st Team Managers recruited well ahead of and during the '22-23 pre-season. Players on both the men's and women's sides are becoming harder to retain for financial reasons.</p>	
2	<p>Players and staff exit the club for career progression: superior league or enhanced role or feeling that they have learned and developed during their time at Lewes.</p> <p>Three members of staff earned new jobs at Premier League clubs during season '22-23. Ollie Tanner departed Lewes FC after Season '21-22 for Championship club Cardiff City. At the end of '22-23 season Razzaq-Coleman De-Graft moved up a tier to the National South, meanwhile several Lewes FC Women's players were targeted by and moved to clubs with bigger budgets in the Championship.</p>	
3	<p>Four players in our pathway teams train/play with the first team.</p> <p>Two players for both Men's and Women's teams.</p>	

02

Provide the best possible all-round care for players so that they can fulfil their whole potential whilst at the club.

Educate, mentor, and support players to realize, pursue, and achieve their full potential on and off the pitch through technical, tactical, medical, psychological, leadership and performance-related support.

Progress

Tracking of injuries, niggles and menstrual cycle daily, with an effective system for improved flow of information between all members of the multidisciplinary team.

Addition of a performance psychologist consultant to the staff to educate and empower players and staff about the importance of well-being and additional strategies for improved overall performance.

Development of a GPS report system to better inform technical coaches and supporting staff about load monitoring.

Addition of a software system to help players have access to training programs and track their progress in the gym and with their off-season work.

Weekly multidisciplinary team meeting added for better shared flux of information across all the departments.

At the end of the '22-23 season, efforts were made to bring a female health expert nutritionist ahead of the '23-24 season and also a pelvic floor specialist to give players more knowledge and information about female health.

Turnover of key support staff in summer has hampered the delivery against goals against all-round care. Whilst there has been some positive momentum in this area, the need for a consistent ecosystem to work from is key to see success.

Develop a 360 personal and professional player-care programme

1	<p>Creation of medical and sports-science data baselines.</p> <p>Creation of baseline data from GPS software devices and all the data gathered from the season to support decision-making in following seasons.</p> <p>Storage of relevant medical information from training and matches to understand common trends in injuries, niggles so more focused individual plans were done in order to continue decrease the number of those injuries long-term.</p>	<p>●</p> <p>○</p> <p>○</p> <p>○</p>
2	<p>Reduction in injuries and an increase in player availability.</p> <p>Increase in female player availability especially from muscle injuries due to better load management across training sessions. Higher than average incidence of muscular-based injuries in first part of the year on Men's team had diminished over time and fitness coming into the new season has been high. Additional work on the pitch to reduce hardness has improved conditions ahead of the '23-24 season.</p>	<p>●</p> <p>○</p> <p>○</p> <p>○</p>
3	<p>Opportunities for players to learn about leadership, nutrition, psychology, and physiology.</p> <p>Female players received leadership, nutrition and performance psychology workshops across the season and were able to develop tools to support their performance on pitch.</p>	<p>●</p> <p>○</p> <p>○</p> <p>○</p>

03

Establish better data collection and analysis, improve our technical frameworks, and build cross-club curricula to strengthen the club's long-term football vision. These foundations mean each new season there is already strong structures and data in place, reducing reliance on any single individual, should they move on.

Invest in the collection and analysis of performance data, increase our internal knowledge-base of how to use and apply the data and establish technical frameworks, including pathway curricula and match maturation strategies to develop the 1st team players of the future and support current and future 1st team managers.

Progress

Men's Team:

Increased use in technology through integration of data sources and streams. Introduction of player tracking during training and in games, with real time analysis and data-driven decision making. Creation of data capture platform on Men's side to collect opposition player data for future recruitment purposes. Formalised data analyst role for opposition scouting.

Women's Team:

Pathway hours for the Female U16 squad have increased 6.5 hours training compared to roughly 3.5 last season, not including matches. Team share a physio/S&C coach who is with us two nights a week.

Build the data and technical foundations for long-term on-pitch success and sustainability

1	<p>Pathway curriculum is in place for use across the whole club.</p> <p>The Sporting Director built the foundations alongside the Pathway Technical Lead but curriculum and approach needs to be built out and will take a couple of seasons to be fully embedded.</p>	
2	<p>Increased contact time across first teams and pathway.</p> <p>Pathway contact hours have increased for both Men's and Women's teams.</p>	
3	<p>Key pathway players see increased training/ game-time with 1st team.</p> <p>Ahead of season '23-24, the Men's team moved weekly training to Dripping Pan has allowed U18s to join sessions. Two players from U-18s were called up to the first team. Contact hours with Women's first team have increased.</p>	
4	<p>Data we collect shows improvement in key technical areas (e.g. match maturation minutes, transitional moment success, key possession targets).</p>	



Full ↻ financial sustainability

WELCOMING NEW OWNERS



We brought on almost 800 new owners over the course of Season '22-23, intrigued or captured by the club's values and commitment to impact.



In the summer 2023, CEO Maggie Murphy was invite to speak at Angel City's Equity House summit at the Sydney Opera House during the FIFA Women's World Cup. At the end of her talk, seventy people present signed up as Lewes FC owners, including...

Natalie Portman
Angel City owner

Joy Fawcett
USA FIFA World Cup Winner

Julie Uhrman
Angel City owner

Mary Harvey
USA FIFA World Cup Winner

Julie Foudy
USA FIFA World Cup Winner

Belinda Clarke
Australian Cricket World Cup Winner

We retained our amazing headline commercial sponsors, **Xero** and **Lyle & Scott** for the '22-23 season

Lyle & Scott produced our beautiful '22-23 kit launch, clothed our players in their travel and leisure wear and styled our players ahead of the FA Cup Quarter-Final game against Manchester United.

We established a new exciting relationship with **SumUp**, global payment solution company adding to our fintech partnership portfolio. **SumUp** has been an excellent fit in our eco-system and through our aligned values, our collaboration has been meaningful and impactful. We invited local businesses to networking events co-hosted with **SumUp**, one of which took place during a Women's World Cup match, which raised money for our sistership **Rise**, a local domestic abuse charity. The event appeared on pre and post-match coverage on the BBC.

The club is also supported by a range of smaller and in-kind sponsorships and partners. These include several sports data and tech companies, such as **Veo**, **Data Talks**, **Catapult**, **TransferLab** and **Zenitel** as well as local businesses who provide in-kind support on match day, match ball and player sponsorship. **FiveZero** remained our pathway sponsor for another season.

In a defining moment for Lewes FC, we also welcomed **Nike** as a new kit partner in the summer of 2023. Our partners have also been central to our community engagement and wider impact agenda.

In collaboration with Lewes FC and leaning on our experience and insight, **Xero** have launched a set of 'how to' guides to support grassroots and women's football clubs. We were also part of Xero's World Cup campaign showcasing the role that female business leaders and small businesses make within the football ecosystem.

Art of Football were our warm-up shirts sponsors for the Manchester United game and collaborated with us on our Equal FA Cup campaign. They created two bespoke t-shirts commemorating the event.



LEWES X SUMUP

Our partnership with SumUp started with a series of articles and a video showcasing our aligned values, a determination to do things differently and to make the world a better place.



In an innovative move, SumUp and Lewes FC turned a World Cup screening into a networking event that brought together local business owners and saw a significant turnout.

The event brought fifty people together to cheer on England together, make business connections but also to raise funds for Lewes FC sistership Rise, a local domestic abuse charity. **Jo Gough, the CEO of Rise**, inspired attendees with a speech and shared her gratitude for the connections made. SumUp's innovative use of technology facilitated seamless transactions and encouraged more people to donate. A notable contributor was former player and pioneer of the game, **Sue Williams from Buzzspoke**, who won the auction for a beach hut for a match in the upcoming season.

The screening received extensive media coverage, including three interviews on BBC Sussex radio and two national pre-match and post-match TV interviews on BBC. This coverage highlighted the connections between Lewes FC, SumUp and Rise, creating a broader impact beyond the event itself. Lewes FC's World Cup networking screening was a resounding success, demonstrating the power of combining sports, networking, and charity work and showcasing that doing football differently works and creates impact.



With a club being at the forefront of change and empowering people to grow, thrive and be successful in doing what they love – it perfectly aligns with our vision at SumUp.



BOBBY ALAM,
HEAD OF SALES UK & IRELAND



LEWES X XERO

Together with Xero, we can impact some of the parts of the football community that need it the most.

Xero showcased the Lewes FC way of running a football club through toolkits, articles and videos, one of which saw a million views on YouTube.

The library of online toolkits we have co-developed supports grassroots and women's football clubs on operational and matchday management, fundraising, seeking sponsorship, fan engagement and embedding equality into a club.





LEWES X LYLE & SCOTT

Fashion brand Lyle & Scott led the creative for our 2022-23 kit launch, the last one with long-time club supporters Kappa, showcasing our fan ownership model right within the heart of football: the Dripping Pan.

Each model featured in the shoot, whether player, fan, staff member, volunteer, or even commercial partner, from **Barbara** to **Raz** to **Toby** to **Shrey** to **Priscilla** were Lewes FC owners.



Our relationship with the club has gone from strength to strength this season, not just with the teams, but with the club's staff and the supportive Lewes FC community.



BEN GUNN,
BRAND AND MARKETING DIRECTOR, LYLE & SCOTT

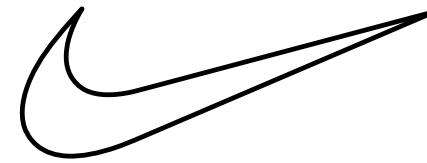
LEWES X NIKE



Jyoti Patel



Sarah Paterson, Tony Kalume, Rhian Cleverly



At the end of the '22-23 season, new kit partner Nike and fulfilment partner Kitlocker collaborated on the '23-24 kit launch, again involving yet more components of our wider Lewes FC community.

The stars of the photo-shoot included a community garden volunteer, a local school teacher who has worked on integrating Lewes FC into the school syllabus, members of the Supporters Club, Hall of Fame legend **Terry Parris**, reps from our sponsors, Lewes FC Juniors' players, and of course our own players. Our campaign also told each individual's unique story of why they are part of our football club.

We chose Lewes Castle for the setting of our photo-shoot and we were honoured to showcase part of the town of Lewes.

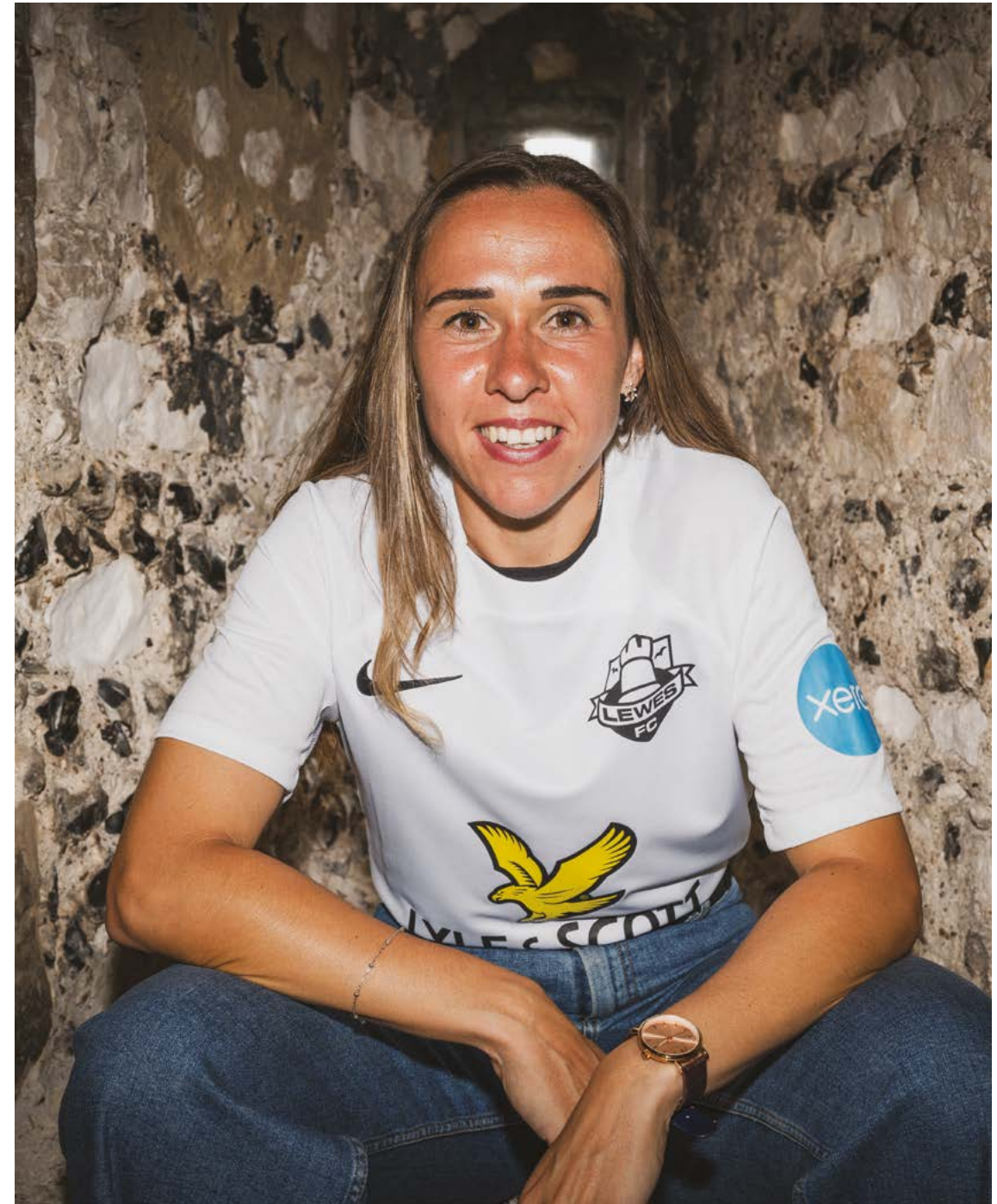


Anna Grey, Ronnie Vint





We, at Nike, are incredibly excited to be partnering with Lewes FC for the upcoming season and beyond. The shared values between Nike and Lewes FC involving equality and community are fundamental to our partnership and really show the power of Football.



Rhian Cleverly

SARAH HANNAH, VP/GM AT NIKE LONDON

01

Becoming the most-owned club in England would put us on a path to sustainability via our ownership structure and move us away from reliance on businesses or individuals for funding.

To reach this goal, we will have needed to provide value and meaning to thousands of owners, locally, nationally and around the world and be effective at communicating and engaging with those owners.

Progress

We have hosted several community events including a film night, clothes swap, fundraisers for sisterships, multiple screenings (including the FA Cup final and every Lionesses match during the World Cup), meet ups for football newbies and cooking workshops.

Our visibility as a result of the FA Cup Quarter Final against Manchester Utd resulted in considerable media attention on our club brand and values and an uptick in ownerships.

In addition, 40 establishments are participating in the Support and Save scheme.

The Owners App now includes a fixtures calendar to buy tickets through and a live streaming of matches.

Our social media posts on key campaigns such as Call Him Out and Equal FA Cup garnered considerable engagement.

Become the most-owned club in England

1	<p>45 establishments providing Owners discounts via Support & Save by end of 2023.</p> <p>40 establishments are participating in the Support and Save scheme.</p>	
2	<p>800 new owners by end of season '22-23.</p> <p>We had 749 owners new owners by the end of season '22-23.</p>	
3	<p>50% of owners are active users of Owners App.</p> <p>23% of Owners are active users of the app.</p>	

02

Partnerships with like-minded brands help to fund the seen and unseen work to keep the club successful on and off the pitch. There are partners who are increasingly keen to invest in and align with ethical, inclusive and equality-minded,

community-oriented football clubs on the back of the failed European Super League, the Women's Euros and increased visibility of women's football via the BBC/Sky Broadcast deal that provides a weekly global platform to our women's team. New partners do more than just invest money. When aligned with our principles and values, they want to support us hit our other goals and targets.

To reach this goal, we will need to have provided value and meaning to partners big and small, where they feel part of the bigger story of the club's growth, values and success and know they are contributing to something more than football.

Progress

Stef McLoughlin joined us in October as Commercial Manager.

Our key partners retained for this year are **Xero** and **Lyle & Scott**. We have also signed **Nike** and **SumUp** as key new sponsors. We continue to offer opportunities to smaller sponsors, which included **Moore Law, Nixi Body, EF** and **English Soap Company**.

Through being connected with the sports and football ecosystem we have partnered up with **DataTalks, Catapult, TransferLab**.

All of this technology is helping us run the football club on and off the pitch. We work with our commercial partners and our Sisterships on events which benefits all parties. Sum Up hosted an event for **Rise** during the Women's World Cup.

Create bespoke, multi-year partnerships with like-minded brands

1	<p>Increased sponsorship from new partners and retention and scaling up of existing major partners.</p> <p>Key retained partners: Xero on long term contract and scaled up significantly. We have also retained Lyle and Scott.</p> <p>We also brought in new partners: SumUp and Nike.</p>	
2	<p>Increased sponsorship through smaller partners.</p> <p>Increased smaller sponsorships e.g. Nixi Body, Art of Football, GSN, Moore Law, English Soap Company.</p>	
3	<p>Three partnerships/collaborations realised as a result of participating at or organising events convening leaders, thinkers and investors.</p> <p>DataTalks, Catapult, TransferLab are used across the club as a result of our engagement with the wider football ecosystem.</p>	

03

Lewes FC has a huge impact on culture and society locally and within the spaces that already know about our story. People often look for ways to support the club and donate into an area they feel strongly about. We want to give them more ownership over where their donations go.

We will provide opportunities and information and support people to donate into different funds and share what we have been able to achieve as a result.

Progress

Over 50% of our donators are High Net Worth Individuals.

We have set up improved ways of Owners and fans donating to the club, but this did not happen until August 2023.

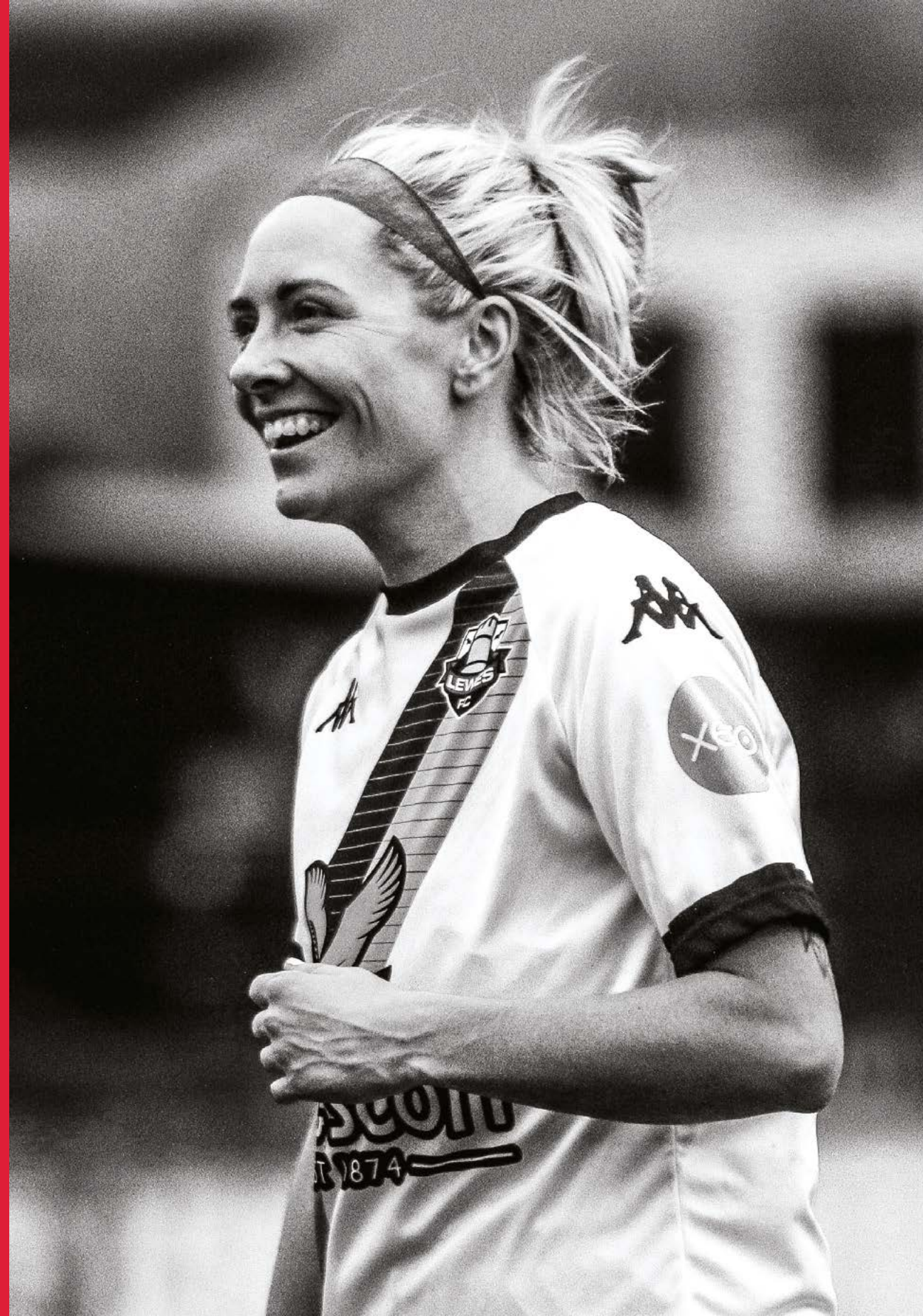
Tracking of donations and creation of a scheme to use funds will be put in place for the '23-24 season.

Raise new funds from donations

1	<p>HNWIs/philanthropists are at 50% of our sponsorship funds.</p> <p>>50% donations are HNWI.</p>	
2	<p>Set up new ways for donations to help the club.</p> <p>Late in setting this up: Aug 2023</p>	
3	<p>Track donations and create a scheme to put funds to good use.</p> <p>In place for the '23-24 season.</p>	

To live up to our own principles and values,
we must be an exemplary football club behind
the scenes.

Own house
in order ⚠️





We continue to listen to fans and improve our ways of working

Whilst our fan and staff surveys continue to show an overall positive feeling towards the club, we continue to act on the key areas of feedback raised.

We have worked with the council and architects throughout the 2022-23 season on plans for new toilet blocks and construction will begin in November 2023. Whilst we review options and partners for a High Performance Facility for players and staff, we are grateful to **East Sussex College** for the space they provide us. This includes a player lounge, analysis room, office and medical room.

As well as annual fan and staff surveys we also share our fanbase and match day analytics with Owners. Our Net Promoter Score from fans remains broadly positive.

Following our 2022 AGM, Owners voted on changing the Director term limits, which clarifies that 12 years is the maximum consecutive number of years a Director can be in place, but which did open up the opportunity for Directors to stand again at the end of a cooling off period of one term (3 years).

We received excellent feedback from fans about the organisation of our biggest game to date, the FA Cup Quarter Final vs Manchester United. It was a real success that our planning and preparation meant that the local authorities were happy to increase our attendance by another 400.



Congratulations on a superbly run day – everyone involved was at the top of their game, and a credit to both the club and the town.



I think you all pulled off an amazing day. Brilliantly organised, fantastic atmosphere, brilliant game of football – can't ask for more than that!

01

Whilst our matchdays are repeatedly championed for the matchday environment, our infrastructure is outdated, as are our day-to-day facilities for fans and staff.

We will invest in improvements to matchday infrastructure that can be enjoyed by all, and continue to improve facilities for staff and players, such a high-performance facility that would improve performance support for the first team, pathway players and community teams, as well as allows for revenue-generation to ensure sustainability.




Progress

Progress has been made throughout the season on the toilet facilities, and construction will begin October/November 2023.

East Sussex College continues to provide excellent facilities for our players and staff, including a player lounge and analysis room, office, gym and medical room.

We have run back to back fans' surveys in 2022 and 2023 to monitor feedback and actions for improvement.

Create exemplary facilities for Fans

1	<p>New toilet blocks, with disability access to increase toilets/fan ratio.</p> <p>The club has been working to identify grants and on planning with the local council and architects throughout the season and work will start on construction in Nov 2023.</p>	
2	<p>Improved facilities scores year on year in a fans' survey.</p> <p>66.4% of fans feel our facilities are clean and safe, compared with 69.4% in the previous year. Scores for queues on big match days have improved and we expect to see a rise on scores around our toilets on completion of the new toilet block.</p>	
3	<p>Viability assessment/partners identified for a new high-performance facility.</p> <p>Whilst we review options and partners for a HPF, we are using East Sussex college for player facilities.</p>	

02

Football clubs are traditionally challenging working environments due to high stress loads, difficult working hours, lots of travel, and communication challenges generated by colleagues rarely working the same days/times, and large numbers of volunteers involved in day-to-day operations whilst holding down other jobs. Lewes FC strives to do what it can to create a supportive and inclusive environment, hitting our targets as a signatory to the FA Leadership Diversity Code (FLDC).

The club will establish good communication and working methods, and seek to put into practice key safeguarding, mental health and well-being protections for all. We will strive to be flexible in our working environment to be as inclusive and welcoming as possible.

Progress

Significant mental health support and signposting provided by the Safeguarding Lead.

Completed professional boundaries training, good ongoing meetings and communication including staff well-being workshops.




All staff working with U18s have DBS and safeguarding certificate.

Increase in number of 1st team staff with DBS to provide opportunity to work with U18.

Staff survey launched in early May and completed with high response rate.

Overwork, stress and lack of resources remain the key challenges and risk of staff burnout.

Create a positive working environment and culture for all

1	<p>Maintenance of strong safeguarding reporting mechanisms and databases and ensure every player and staff member has direct contact with the safeguarding and welfare officer.</p> <p>All staff working with U18s have DBS and safeguarding certificate. Increase in number of 1st team staff with DBS to provide opportunity to work with U18.</p>	
2	<p>High scores for creating a positive working environment and culture via annual staff survey.</p> <p>73% of staff strongly agree that Lewes FC has a positive working environment and culture.</p>	
3	<p>Hit or exceed our FA LDC targets.</p> <p>First meeting in December with FLDC – Preview of '22-23. Informed us of the inclusion of LGBTQ+disability options in code.</p> <p>We are working with FLDC, using their recruitment platform as a central hub for new vacancies to try help us hit our targets as signatories of the code, and widen our exposure and attract a range of applicants. Their reporting also provides us with crucial insights into the recruitment process, allowing us to better understand the types of people applying and unpack barriers to apply and to hire.</p>	

03

Internal good governance is essential for future-proofing the club against any risks associated with staff or Director turnover and building the foundations for sustainable growth. As the club grows and develops, new ways of working are established, and issues emerge that challenge some of our outdated structures. We will continue to enshrine best practice governance processes across the club to increase transparency, effectiveness and accountability.

We will continue to promote transparency in how the club operates, takes decisions and holds itself accountable as well as improve internal day-to-day communication and decision-making.

Progress



Annual strategy and impact reports, annual fan survey, fan demographics analysis all shared with owners.

Terms of Reference have been approved by the Board, but risk assessments need more work.

Improvements to decision making processes across the club are ongoing. Good progress with new team members in Slack and providing oversight of pillar Board reports, and updated Trello reporting.

We consistently have 40-50 Owners attending Town Hall sessions.

Ensure good governance in how we operate

1	<p>Overall trust in the club remains high year on year in the fan survey.</p> <p>The Net Promoter Scores remain high, but an increase in neutral scores has seen a small dip in overall score.</p>	
2	<p>Staff satisfaction improves year on year in staff survey relating to clarity and efficiency around decision-making and voice.</p> <p>78% of staff strongly agree that they are proud to work for Lewes FC. No prior survey to compare to previous years.</p>	



Fan & Community Engagement



We believe that a football club is a **sacred community asset**, providing value to its communities on match-days and beyond. We seek to prove that football can be a powerful force for good for our matchday fans, our community teams and partners, and to our broader communities of interest in Lewes and around the world.

MATCH DAYS: A POINT OF DIFFERENCE

Our match day experience is central to our engagement and revenue generation models. As we have control over the use of The Dripping Pan, this means we are able to create a unique experience for fans – as well as generating income.

We actively create a different atmosphere at The Pan with our band, choir, The Rook Inn, dogs welcomed, community gardens (with produce for Player of the Match!), owner designed posters, and by hosting different events. We provided a home this past season to a statue called 'Inexorable' commemorating **Anne Bonny** and **Mary Read** – trail-blazing female pirates largely erased from history.



How friendly everyone is, the inclusivity, the atmosphere, the camaraderie

We also use our match days to champion causes that are close to our values such as providing free match day sponsorship for The Launchpad Collective at a home fixture to support their work to enrich society by opening the door to refugee talent. As the football industry itself has benefited positively from refugees and their contribution, we were delighted to promote The Launchpad Collective's message.

During LGBTQI+ history month our fixtures supported **Football v Homophobia (FvH)**. Football v Homophobia is an international campaign working throughout the football pyramid to challenge discrimination based on sexual orientation and gender identity.

We encourage all our players to interact with the young Rooks before and after the game. We have mascots at every game from different junior teams around us. If we do not have a team of kids, we offer the opportunity to the kids in the stadium. We have girls being mascots for the men's team and boys being mascots for the women's team as we encourage children to find role models irrespective of who they are.

Our success is shown in our attendance figures and feedback from both home and away fans. The total attendance has gone up by 27.68% in numbers and a 9% on average. The average is a better indicator as the total attendance is directly attributable to the 3 more games each side has played in cups this season. The women's attendances have grown by 50% as compared to the last year which has been a significant rise.



MATCH DAYS: A POINT OF DIFFERENCE

We faced our biggest match day challenge this season when we hosted **Manchester United** in the Vitality Women's FA Cup quarter final. Capacity at the Pan was increased by almost 17% based on previous track record on holding significant events. Staff and volunteers worked incredibly hard to ensure all aspects of the game – ticketing, queue management, security (especially of United's high-profile players), and the new fan zone – were delivered successfully.

Thanks to the **Premier League Stadium fund**, the Dripping Pan received a brand new state of the art pitch in the summer just prior to the start of the '22-23 season. To celebrate it, the Premier League trophy stopped by at the Pan for the first game of the season against Southampton with fans able to capture a picture with it.

We took part in the **'Green Football Weekend'** on the 5th February, which is an initiative run by the FA, bringing together English football clubs and their fans to use the power of football to shine a light on climate change. We supported this initiative by only serving vegan food, selling pre-loved merch, promoting reusable menstrual underwear and showing fans how else they can play their part. Our fans and community were incredibly engaged throughout the campaign and this match was the second highest attended match all season. Our initiatives featured on BBC news and Vegan Food and Living.



The atmosphere, the other supporters, the humour, the quality of football!



MATCH DAY CHARITIES

On Match Days, we have raised thousands of pounds through the following charities:

SURVIVORS NETWORK

BRIGHTON WOMEN'S CENTRE

MOMENTUM CHILDREN'S CHARITY

FOOD BANK COLLECTIONS

LANDPORT FOOD BANK



CHAILEY HERITAGE FOUNDATION

RUN 4 UKRAINE

BEVERN TRUST

RNLI

AWARENESS FOR BRAIN TUMOUR

BLIND VETERANS

WOMEN IN SPORT



We want the Dripping Pan and our fans to be as diverse as possible so that everyone can benefit from the magic of football and being part of our community.

From clothes swaps to networking events to cooking workshops, we have run numerous events in the Rook Inn and have remained close and connected to our incredible community while trying to connect with new potential fans in Lewes and beyond.

One event helping to build a bridge between new fans and the club is our **Offside Rule and all that Jazz evenings**, aimed at new fans of football and we specifically target 'unwelcome women', women who never had the chance to be part of a football community when they were younger.



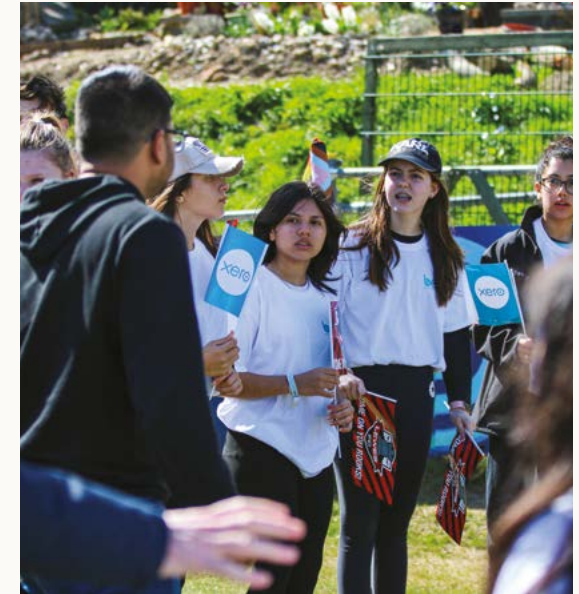
The events are run as workshops and Q&A sessions helping people to learn more about the beautiful game in a supportive and non judgemental space. No question is too small or too silly!

We want the Dripping Pan and our fans to be as diverse as possible so that everyone can benefit from the magic of football and being part of our community.

We averaged 25-30 people per event and are regular attendees have become a core part of our fan group on match days.



Buckswood School ran two Lewes FC themed weekly courses this year where the syllabus was based around equality and Lewes FC.



Student projects included writing football chants, looking for sponsors and writing social media campaigns. We visited their courses and gave talks on equality and over 200 of their students visited the Pan with some being mascots.



We ran various events around the Women's tournament, bridging the gap between fans of the Lionesses and women's football and Lewes FC. The events which included themed screenings of every Lionesses match brought in lots of new faces to the Dripping Pan.

We ran various events around the Women's tournament, bridging the gap between fans of the Lionesses and women's football and Lewes FC. The events which included themed screenings of every Lionesses match brought in lots of new faces to the Dripping Pan.

We had a packed out clubhouse every time, even with the 8.30am kick off times. We encouraged people to come alone and make new football friends and used innovative ways such as Lewes FC themed cocktails to teach new fans about our amazing club.

We did a minimum of two interviews on TV and radio (ITV and BBC) both local and national for every Lionesses game which resulted in 15 pieces of media coverage, most of it being national and pre and post game interviews. The most significant interview was straight after the World Cup final in the breaking news section on BBC News (national). **CEO Maggie Murphy** was a studio guest of BBC Radio 4's Women's Hour watching and sharing live insight during one of the England games during the show.

Commercial Manager Stef McLoughlin and former Director Karen Dobres featured in Veo Technology's equality campaign during the World Cup, highlighting the importance of campaigns like Veo's "Play For More: 50 Years of Hurt" in raising awareness and driving change. During the Men's World Cup, we capitalised on the break in top tier domestic fixtures to encourage more fans to the Pan with a Five Match Pass.



“ Promoting our club, sponsors and sisterships was great but what was even greater was to be able to use our voice and platform to talk about inequality in women's football.

We brought up pay disparity, women players not having the ability to sustain themselves after their playing careers, lack of visibility for women's sports in the media, the lack of women coaches in general and in the World Cup. None of this would have been possible without our community's commitment to women's football and the club – it was the screenings that gave us a voice and for that we are very grateful.

STEF MCLOUGHLIN, LEWES FC COMMERCIAL MANAGER

Below: Karen Dobres, Stef McLoughlin





LEWES FC VETS TEAM

The Lewes FC Vets team continues to run around three mixed sessions a week, year round, run entirely by a stellar team of around 30 volunteers. In total they provided over 5000 high-quality football playing opportunities to members and the general public over the age of 35.

Aside from adding another 35 members to their total membership of 114, setting up their own "Old Quality League" providing football for 9 squads and over 60 non-Lewes players and taking 33 members on tour to play in Bruges, they also raised £12k for a new facilities fund for the 3G, £1.5k for various charities and earmarked another £1k for a Vets Hardship fund, which offers £200 to any member who needs it, no questions asked.

Bravo!

IF YOU'RE OLD ENOUGH, YOU'RE GOOD ENOUGH

SISTERSHIP SUPPORT



We continue to support our network of Sisterships through events and fundraising. In many cases, we are especially pleased to partner with local schools and key sponsors for these initiatives.



We supported domestic violence abuse charity **Rise** with a World Cup networking event hosted by key partner Sum Up. We also supported Rise's annual **Undercliff Run**.

Our Sisterships also assist with our community engagement. We worked with **The Girls Network at Thomas Bennett Community College**, for an empowering workshop for Year 12 pupils.

Sussex Police will provide funding to go towards our schools' programme where we will be visiting schools regularly in the '23-24 season, led by one of our first team women's players with topics including channelling anger, challenging stereotypes, leadership and captaincy and encouraging a growth mindset.

We also ran a week with **Buckswood Overseas Summer School**, where the syllabus for their foreign students was based entirely on Lewes FC. Students wrote chants, social media plans, ideas for sponsorship and of course learned about equality. We visited the school to teach them about equality and the lack of it in football and the students attended two matches at the Pan with some of the students being mascots.

We ran **The Rooker Prize** – the club's writing competition - for the second time, with backing from writers & actors **Gary Kemp & Guy Pratt** and publishers **Hachette UK**. The winner, **Ronnie Hendra**, with her 250 word opener to 'The Teeny Tiny Toaster Dragon'. She won £250 to donate to Mind, and time with a Hachette editor.

Our community gardens continue to flourish and provide prizes for Players of the Match! Students from **Brighton Film School** created a short piece about Brad's Pit. We also used produce for **'Compost, Grow & Cook'**, a funded community programme run by **Brad** and three volunteers to teach key skills. As a club we are also proud to support the local food bank collections by participating in the collections across town and sometimes at the Pan on matchday.

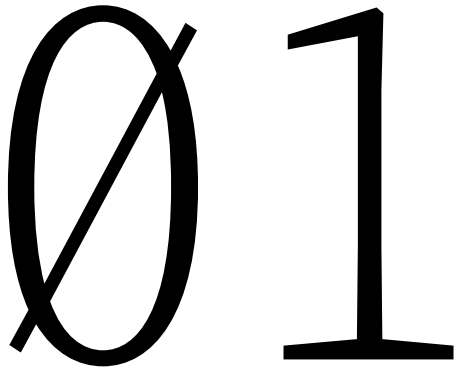
We launched a new initiative to allow ticket purchases to fund a Community Ticket for local people to attend a game for free. This was a direct response to the cost of living crisis over the past year and our generous supporters from around the world donated more than 200 of these community tickets direct into the local community, run by the food banks. This included an owner in Japan who donated 10 tickets to support the local community.

Posters for our women's team were designed by owner volunteer **Steve Howells** this past season, and were sponsored by Hero. **Paul Dennis** continues to impress and keep people guessing with our men's matchday posters.



We spoke to various strong, independent women...and got a broad understanding of how our dreams can be followed and achieved!





We want to ensure fans have a seamless, enjoyable, quality matchday experience, whilst ensuring that the Dripping Pan remains unique, fun – and talked about.

We're proud of our ground, our inclusive matchday experience and our willingness to test and pilot. We want people to arrive early because they know the food is good, the drinks are great, there are fun matchday activities taking place and the ground itself is safe, interactive and engaging.

Progress

We won 'Best Fan-Engagement by a Club' at the Football Business Awards 2023!

Feedback from Manchester Utd FA Cup Quarter Final showed a positive fan journey through the ticket purchasing, attendance and match day journey.

Fan survey results saw a small uptick and remain high overall with the merchandise offering seeing a big improvement, but toilet facilities and hospitality queues on big match days remain a key priority.

We continue to receive positive feedback on the warmth and humour of our fans of both teams, and the atmosphere at games, alongside appreciation for the matchday band, choirs, the community garden, posters and banners at the Pan.

Host the best, most enjoyable matchday, for all

1	<p>Season ticket numbers increase to 250 with a rise in Super Season Tickets.</p> <p>Actual season tickets sold 242, with an increase of 20 super season tickets to 79.</p>	
2	<p>Average attendance of 1000 at men's and 600 at women's games.</p> <p>Average overall attendance for men: 796 and women: 797.</p> <p>7% decrease men of-6% but 49.8% increase for women.</p> <p>Even when removing the Man Utd game, we have seen a 57% increase for cup games! Helped by Conti Cup being played on Sundays not midweek, plus 6 extra home games.</p>	
3	<p>Increase on fans' enjoyment of matchday experience as per annual fans' survey.</p> <p>Small overall (4%) improvement in total score across all categories for match day experience. Merchandise (+44%) and Never Heard Discrimination (+11%) were the 2 highest scoring categories.</p> <p>Facilities (-4%) were the largest decrease year on year.</p>	
4	<p>Food/drinks spend/person increases over the course of the season.</p> <p>Spend in the stadium per person increased from £5.37 to £5.83.</p>	

02

The club is keen to continue improving communication and feedback loops, develop a relationship of trust and create opportunities for our fans, supporters, volunteers and owners to feel part of the club and something meaningful.

The club will continue to improve communication channels to, from and between fans, owners, volunteers and supporters. We will continue to develop and enhance our owners' app and its voting capability for owners, run monthly Townhalls and listen and learn to fans and owners through surveys and other forms of communication. We will explore ways to increase opportunities for volunteers, owners and fans to use their skills to volunteer and support the club, through the Supporters Club and other channels. We will enhance our club shop offering to provide ways for fans/owners to visibly show their support for club and club initiatives and feel proud to wear their allegiance.

Progress

Our Fans Survey and match day data analytics show an increased understanding and granularity of detail on our Fan and Owner base.

Owners volunteer in various roles: poster creation, photographer, report writing, community garden, turnstile management, club shop and partner fundraising.

We launched the club shop in December 2023 and it has been open on all match days.

Our fans Net Promoter Score remains high but more Neutral responses has driven a dip.

Foster a strong local and global Lewes FC supporters' community

1	<p>Increase in baseline levels of pride in the club via annual fans survey remain high.</p> <p>72.8% average net promoter score in 2023, a decrease from 81.6% in 2022.</p>	
2	<p>50% owners are active users of Owners App.</p> <p>Active user percentage is c. 21%.</p>	
3	<p>Average of 50 Townhall participants.</p> <p>The average remains 40-50 Townhall attendees.</p>	
4	<p>Owners/Fans taking part in activations or volunteering to support the club.</p> <p>Tour kit launches with Lyle and Scott (2022) and Nike (2023) involved owners and various members of our community. We also thank the 80+ volunteers who contribute to the club.</p>	
5	<p>Target: 20% increase in club shop sales with distinctive merchandise offerings.</p> <p>Club shop sales have increased 484% since last year due to having the shop operational on all match days from December onwards. Special merchandise was created for the FA Cup Quarter Final.</p>	

03

We are proud of our affiliated football teams – the Men’s and Women’s Vets, Lewes FC Juniors, our Football Therapy team and Rookie Kickers, as well as of our Sisterships network, Support & Save partners, our local schools, charity partners and our many volunteers. We will look to enhance our relationships within our local community by showcasing and recognising their work, looking for opportunities to support them and build strong networks.

We will use our own platform and identify external platforms to visibly showcase our community teams and their impact and successes. We will continue to connect our Sisterships and support their work and continue to fundraise for our charity partners. We will build on our existing work with local schools with player visits and activities, increase engagement with local business and look for ways to reward our volunteers.



Support and champion our local community and football partners

Progress

Target recruitment profiles are in place for the We ran some major campaigns that featured our players, owners and others involved in the club. These included **the Equal FA Cup campaign**, and our kit launches with **Nike** and **Lyle & Scott**.

One of our new partners **SumUp** ran an event with **Rise**, a Sistership, during the Women's World Cup, as well as hosting a networking event with local businesses in January.

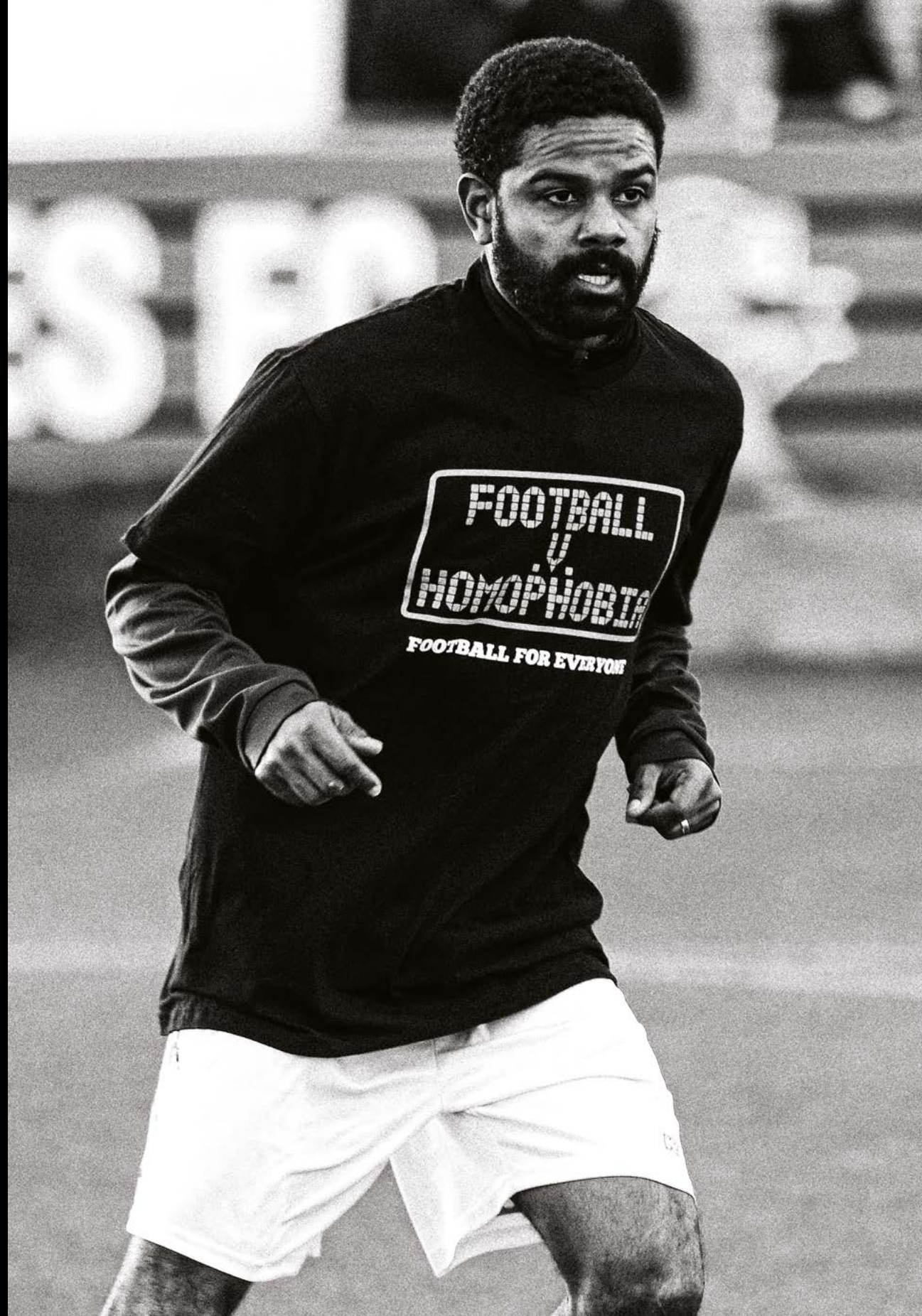
We have worked with local schools, funded by **Sussex Police**, on gender equality, and made university visits to Bournemouth and Bristol to speak on Anti Gambling.

1	<p>Increase the amount of money the club helps fundraise on matchdays for club partners, sisterships and charities year on year.</p> <p>On Match Days, we have helped raise thousands of pounds through our generous fans for our local charities, though we aren't always able to capture exact numbers from our partners.</p>	
2	<p>A number of networking, learning and celebratory events that bring together our partners and communities.</p> <p>The SumUp networking event in January brought 50 local business reps together. Later, the Rise networking and fundraising event, hosted by SumUp at the Pan saw equal numbers of local business participants.</p>	

Lewes FC believes in football done better. We shouldn't be seen as disruptors, but we are. We promote ethical, well-governed, sustainable and equitable football governance and we also work to capitalise on football's power to influence wider social and cultural norms and create healthy, inclusive communities.

We also seek to **scale up our impact** by supporting others to champion the same principles and ways of working.

Impact on  the world



FOOTBALL DONE BETTER



Scrapping WSL promotion and relegation would be 'devastating' for women's soccer, says Lewes CEO

Maggie Murphy claims executives pushing for closed competition don't understand women's soccer ecosystem.

26 APRIL 2023 | NEWS
SAM CARP

BWSL AND BWC CLUBS FORM NEW WORKING GROUP TO SHAPE THE FUTURE OF WOMEN'S PRO GAME



During Season '22-23 we continued to challenge the saturation of gambling advertising in football by collaborating with **The Big Step** on their **Yellow Laces Campaign** and contributing to media pieces and undergraduate research. Most recently Director **John Peel** was featured in a 90 minute documentary that was released on ARTE across Europe in autumn 2023.

Lewes FC continued our work to protect and promote the future of women's football by making a detailed submission to the independent review on women's football. **CEO Maggie Murphy, Head of Performance Kelly Lindsey, General Manager, Lynne Burrell** and **Captain Rhian Cleverly** each took part in meetings and focus groups to shape the recommendations. When the final report was issued Lewes FC issued a response. A number of our key concerns were addressed, with supportive language towards equalising FA Cup prize money - something that the club has been campaigning on for many years.

In terms of protecting the wider football ecosystem, **CEO Maggie Murphy** was appointed onto a working group of 10 CEOs to decide the future of elite women's football as it separates out from under the FA. She has been shaping those discussions representing smaller and independent clubs, including advocating for greater emphasis on financial sustainability, preventing the Women's Super League from becoming a closed league and ensuring continued representation of Championship clubs at the decision-making table.

OUR SPEAKING SPOTS

Throughout the year we continued to use our own platform and others' to push for football done better.



“

Stef delivered an insightful talk to our students...and her applied examples of the great work Lewes FC are doing in tackling inequalities in football were invaluable to our students.

MARC BRADY
INTERNATIONAL SPORTS MANAGEMENT LECTURER

EQUAL FA CUP

This year the women's team led on the Lewes FC FA Cup prize money campaign - which generated more than 700 sign-ups to an online petition and several hundred more on the day of the [FA Cup Quarter Final against Manchester Utd.](#)

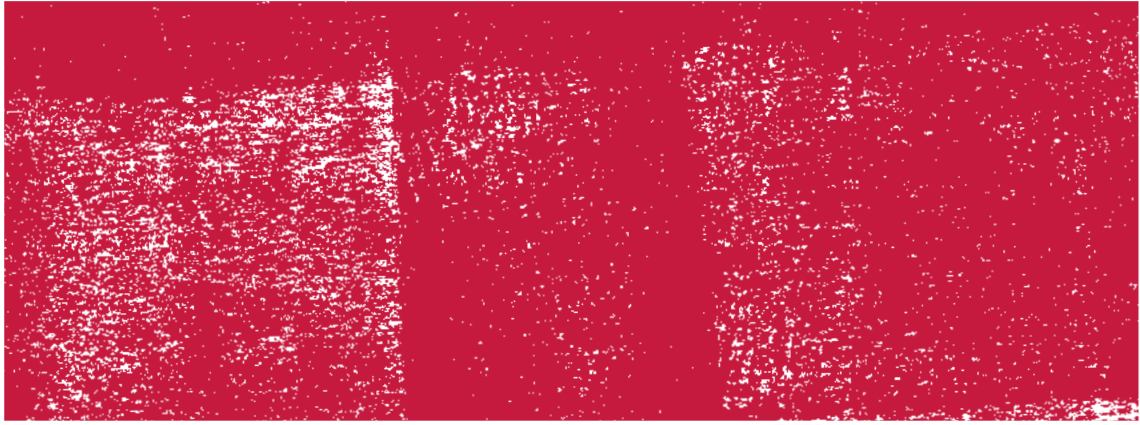
Their campaign and [received national attention](#) and we hope for progress to be made in the near future. **The players' Open Letter received 180.5k impressions.**



#CALLHIMOUT

The **#Callhimout** campaign was re-launched in February in collaboration with sistership, **The Survivors Network (TSN)** during Sexual Assault and Violence Awareness Week. We issued a press release, linkedin post, interview article with the men's captains **Will Salmon** and

Tom Champion and a blog post on the TSN website. The campaign was picked up and shared by **Rise, Women in Football, Give Me Sport, Co-Women** and the official **'Sexual Violence Awareness Week'** campaign account, **#itsnotok2023**.



SOCIAL IMPACT CAMPAIGNS

The club continues to show solidarity with campaigns run by external groups. The men's and women's players took part in the Football v Homophobia campaign as well as LGBTQ history month. Some of our other club activations included:

GREEN FOOTBALL WEEKEND

We championed this sustainability-focused weekend through selling second-hand merch only, selling vegan food and drink only. The matchday sponsor was sustainability-focused **Nixibody** who make reusable period underwear and champion body positivity at all ages.



FOOTBALL WELCOMES MONTH

We championed and celebrated local refugee groups in our **Football Welcomes match**, including **TLC, LOSRAS, Sanctuary Café, NetworkX** and **Worthing 4 Refugees**.

INTERNATIONAL WOMEN'S DAY

Our **International Women's Day** activations included collaborating with the Lewes Town Council on local events on empowerment, football and smashing through ceilings and ran events for local women who are keen to get into football but not sure how, who might have been excluded growing up, or who may have fallen out of love with the game.

IN THE LOCAL COMMUNITY

Here's a taste of some of the local community events run throughout the season:

Open training sessions for season ticket holders and owners, getting the opportunity to meet and greet the players before the season kicked off.

'Meet the managers' sessions, where fans interviewed the 1st team managers.

Local business networking events.

Film festival Q&As with players.

School assemblies on empowerment and equality, run by players and staff.



01

We believe that football can be more ethically run and that society would be better off as a result. We believe that FA Cup Prize money should be more evenly split between the men's and women's competition, and that the distribution should be more favourable to smaller clubs and women's teams to support their growth and survival. We also believe that the dramatic increase in gambling advertising in football over the last ten years is inappropriate and dangerous. We see that women's football is at a crucial point in its growth, and we will work to promote a better style of governance that is more inclusive and supportive to smaller clubs and promotes sustainable, values-driven growth that is not required to be dependent on men's football.

Lewes FC has been campaigning for more than three years on FA Cup prize money, and warmly welcomed the significant increase in funds available to women's teams. We will continue to seek support for further equalisation and for our proposed models of distribution which would see 95% of football clubs better off. We cannot achieve this alone, and so we will seek to build a wider movement of allies who can advocate and

campaign both independently and alongside us. We will continue to support our partners within the **Coalition Against Gambling Adverts**. We will also contribute to and support others to contribute to the government's **Review of the Future of Women's Football**, chaired by **Karen Carney** by detailing our governance recommendations for the women's game.

Promote football done better

1	<p>Minimum of 3 groups/organisations/individuals taking actions we have specifically inspired or encouraged.</p> <p>Research by Xero into how our supporters are impacted by our campaigns.</p>	
2	<p>The FA announcing its intention to equalize FA Cup Prize money and lays out a timeline for doing so.</p> <p>Lewes FC response to Independent Review of Women's Football was well received. A number of our key concerns were addressed, with supportive language towards equalising FA Cup prize money - something that the club has been campaigning on for many years.</p>	
3	<p>The FA introducing greater distribution of funds towards smaller clubs.</p> <p>This season saw greater distributions of prize money towards lower levels in women's football, following campaigning in previous years. However, it remains the vast majority of prize money in men's football remains within Premier League clubs.</p>	
4	<p>Anti-Gambling recommendations within the Fan-Led Review which are directly attributable to CAGA/Lewes FC.</p> <p>We contributed to three main initiatives in this space, involving players and staff.</p>	
5	<p>Decisions on the governance of women's football, especially on the future ownership model of professional women's football, are made in line with our recommendations.</p> <p>CEO Maggie Murphy was appointed onto a working group of 10 CEOs to decide the future of the game and has been shaping those discussions representing smaller and independent clubs.</p>	

02

We use our platform and the power of football to push for social change.

We understand the power of football over culture and society and so we will seek to use it to accelerate efforts to address social issues, such as gender inequality and gambling harm.

Progress

We have received nominations for, and won, several awards this past season for our work with the community and wider football world.

Sexual Violence Awareness Week, partnering with one of our Sisterships The Survivors' Network, male staff members and players were encouraged to take part in Survivors Network Bystander Training.

Will Salmon and **Tom Champion** also spoke publicly for the need for the Call Him Out campaign: <https://lewesfc.com/news/will-salmon-and-tom-champion-urge-you-to-call-him-out/>

Another Sistership, **Sussex Police**, has funded our school visits programme for season '23-24 focusing on gender stereotypes, anger management and growth mindset.

Use football to bring about social and cultural change

1	<p>An increased number of school visits, and an improved capacity to gather feedback on the impact of our school visits.</p> <p>School visits were ongoing, however capacity to gather and monitor feedback has been limited. We did however win a grant from the Sussex Police which, in season '23-24, will substantiate our schools programme, focusing on topics such as gender stereotypes, leadership and anger management.</p>	
2	<p>Number of workshops run within and outside of the club to support men challenging casual sexism/misogyny and pledging to #CallHimOut..</p> <p>Whilst the #callhimout campaign was re-launched in February with The Survivors Network, with good media coverage, we have not had the capacity to drive forward the campaign to the level we know could make a truly significant impact.</p>	
3	<p>Being publicly recognised for our impact, vision and efforts, whether through attribution, awards or mentions.</p> <p>We have been nominated and won several awards this past season, championing our impact on both football and the wider ecosystem.</p>	

03

Lewes FC is frequently asked to speak to community groups, charities, other football clubs, organizations and businesses about our experiences, lessons learned and advice we would have for others keen to establish greater equity within their spheres of influence. We will seek to formalise, improve and make sustainable our support, and ensure that when we work to support others, we have the capacity to follow up and find out what impact we have had.

We will do more to document our lessons learned and our advice and recommendations, to support others more widely as well as ensure we are always learning from our own actions. Where it is financially viable, we will run or participate in workshops and events for others.

Progress

We wrote toolkits for small football clubs which can be downloaded from Xero's website: www.xero.com/uk/football-small-business-guides/

We were involved with, and responded to, the **Independent Review into Women's Football**, led by **Karen Carney**.

Staff, directors and players have been involved in numerous speaking events, panels, summit sessions, interviews and podcasts over the past season. Again, so many we have a separate page!

Scale up our impact through supporting others

1	<p>Launch of high-quality research analysing cultural/ societal impact of Lewes FC helps causes others to change the way they work.</p> <p>Although we have met with a number of potential partners, we haven't had the resources to focus on this piece of research which we think could be used as a benchmark for football and social impact.</p>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input checked="" type="radio"/>
2	<p>Downloads of our recommendations/ principles and feedback received.</p> <p>Thousands of toolkits have been downloaded</p>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
3	<p>Number of people attending leadership events/workshops/talks we give.</p> <p>Our networking events were always at full capacity of 50 people, with our "The Offside Rule" events for people new to football averaged at 25 per session. Our World Cup screenings were also at full capacity hitting 45-50 for each one.</p>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
4	<p>Generating revenue from events/workshops to channel back into our Impact on the World work.</p> <p>Almost £18,000 which includes payment to run a one week football and leadership course in the summer of 2022 for winners of a competition run by French supermarket chain Intermarché, which was won by a girls' football team from Madagascar.</p>	<input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>

THANK YOU!

The 2022-23 season saw a number of phenomenal leaders step down from the club. **Ed Ramsden** and **Charlie Dobres**' vision, **Karen Dobres**' drive to create a more inclusive Pan and whilst technically outside of the timeband of this report, **Stuart Fuller**'s dedicated chairmanship show how much power there is when individuals commit to a goal. The club is truly indebted to them.

VOLUNTEERS

We are truly grateful to so many parts of the Lewes FC Community for their ongoing support and dedication. Our impact would be significantly reduced without those voluntary efforts.

In particular we would like to thank the following volunteers:

Alan Sayers,
Matchday volunteer

Andy Gowland,
Director

Anthony Kalume,
Community garden volunteer

Barry Collins,
Matchday radio commentary
for fans with visual impairment

Barry Haffenden,
Men's Matchday volunteer
coordinator

Carl Dowling,
Matchday volunteer

Carl Pennifold,
Assistant Pathway Coach

Charlie Holmes,
Matchday volunteer

Charlie Dobres,
Director

Chioma Eduozor,
Photographer

Chris Dugga,
U18s Coach

Chunky,
Matchday volunteer

Connaire Demain,
Matchday volunteer

Craig Stevens,
U18s coach

Chris Williams,
Community Garden Volunteer

Dave Evans,
Matchday volunteer

Dave Scott,
Matchday volunteer

Duncan Thomson,
Community Garden Volunteer



Ed Briggs,
Director

Euan Carroll,
Matchday volunteer

El Irvine,
Matchday volunteer

Emily Linscer,
U14 coach

Emily Tier,
Matchday volunteer

Fynn Atherton,
FA Cup
Quarter-Final intern

Gary Martin,
Matchday volunteer

Greg Cross,
Pathway GK coach

Ian Stapleton,
Matchday volunteer

Jacob Baitup,
U18s coach

Jake LeGrange,
U18s coach

James Archer,
Matchday volunteer

James Boyes,
Club Photographer



Jan Gormley,
Women's Matchday
volunteer coordinator

VOLUNTEERS

Jeff Sanchez Fernandez,
Physical Performance Intern

Jim Leany,
Matchday volunteer



Jim Mchugh,
Matchday volunteer

Jim Thompson,
Matchday volunteer

Jo Anne,
Sunderland Bowe,
Matchday volunteer

Joe Mockford,
Poster distribution

Joe Short,
Comms volunteer

Jon Carroll,
Matchday volunteer

John Peel,
Director

Karen Dobres,
Director

Lucy Lapere,
Community garden volunteer

Lucy Mills,
Director

Lucy Simon,
Community garden volunteer

Maycee Rogers,
Communications Intern

Mei Evans,
Matchday Volunteer,

Michael Kennard,
Community garden volunteer

Mike Wallis,
Matchday volunteer



Moya Dodd,
legal advisor

Nancy Tier,
Matchday volunteer

Nick Tier,
Matchday volunteer

Nozuko Nozzi Graham
Community garden volunteer

Ollie Audis,
Matchday commentator

Paul Dennis,
Men's posters design

Paul Denny,
Matchday volunteer

Paul Johnson,
Matchday volunteer

Rebecca Sowden,
Commercial advisor

Rob Palmer,
U14 Coach

Richard Irving,
Matchday volunteer

Ryan Paul,
U18s Coach

Sally Taplin,
Director

Scott Currie,
Director

Sean Figgins,
Matchday volunteer

Sharon Philips,
Pathway Chaplain

St Nicholas Centre volunteers



Steve Howell,
Women's posters design

Stuart Fuller,
Director

**The Lewes, Glynde and
Beddingham Brass Band**

Tim Bradshaw,
Director

Tim Heal,
U16 coach

Trevor Wells,
Director

Willa Bailey,
Director

Our Supporters Club, who in turn have a number of volunteers who support their matchday activities and fundraising, including:

Barbara Arnold,

Brian Ashdown,

Cathy Feltham,

David Arnold,

Ethel Treagus,

Roger Feltham,

Sharon Stanley-Laker,

Stuart Carruthers,

Terry Morten



We would also like to share our deep gratitude to the **East Sussex College** for supporting our players and staff by allowing us to use their facilities for a player lounge and analysis room, office, gym and medical room.

Finally, we would also like to thank **Lucy Lucas**, Lewes FC Owner and coordinator of this '22-23 Impact Report who has done a phenomenal job to gather and share data, evidence and stories across such a broad remit.

We love our owners!



Lewes FC would like to acknowledge and thank the beautiful work of Lewes-based creative agency **Playing Field** to bring this report to life in such a beautiful and fitting way.

Thank you to all staff, players and directors who have worked for the club at some point during the '22-23 season.

DIRECTORS

John Peel	Scott Currie	Tim Bradshaw
Stuart Fuller	Lucy Mills	Karen Dobres
Ed Briggs	Willa Bailey	Sally Taplin
Trevor Wells	Andy Gowland	

STAFF

Maggie Murphy, CEO	Jack Towers, Communications Manager	James Barker, Stadium Manager
Kelly Lindsey, Head of Performance	Stef McLoughlin, Commercial Manager	Terry Morton, 3G Maintenance Manager
Biram Desai, Financial Controller	Kerri Coombs, Pathway Technical Lead	Amber Stobbs, Ownerships Officer
Lynne Burrell, General Manager	Margaret Sinclair, Safeguarding and Welfare Officer	Rhian Cleverly, Player Liaison and Welfare Officer
Shrey Nilvarna, Fan & Community Engagement Coordinator	Amanda Walderman, Safeguarding and Welfare Officer	
Ryan Sullivan, Club Administrator & Pathway Coordinator	Bambi Burks, Head of Hospitality	

MEN'S TECHNICAL AND PERFORMANCE STAFF

Tony Russell, Manager	Toni Miller, Physiotherapist	Dale Hurley, Under 18s Head Coach
Joe Vines, Assistant manager	Vikrant Dogra, Assistant	Jon Miller, Under 18s Head Coach
Nathan White, Coach	Daniel Perkins, Analyst	
Grant Hall, Goalkeeping coach	Clive Burgess, Kitman	

WOMEN'S TECHNICAL AND PERFORMANCE STAFF

Scott Booth, Head Coach	Christos Andreou, Physical Performance Coach	Adam Hutchings, Physiotherapist
Nat Haigh, Assistant Manager	Dr. Daniel Hudson, Doctor	Stefano Montanari, Nutritionist
Daniel Matraszek, Goalkeeping Coach	Ivi Casagrande, Sport Scientist Lead	Maria Melero, Pathway Physio
Adam Chilcott, Data Analyst	Katrina Martin, Physiotherapist	
Sarah Murray, Mental Performance Coach	Lydia Woodland, Physiotherapist	

PLAYERS

Women

Laura Hartley	Sophie Whitehouse	Lauren Heira
Amelia Hazard	Ellie Mason	Kenzie Weir
Ellie Hack	Emma Thompson	Charlotte Wardlaw
Emily Kraft	Nat Johnson	Frankie Angel
Josie Longhurst	Amber Keegan Stobbs	Zoe Smith
Isobel Dalton	Rebecca McKenna	Jamie Rita
Paula Howells	Libby Copus-Brown	Emily Moore
Rhian Cleverly	Grace Palmer	Charlyann Pizzarello

Men

Kenneth Yao	Ayodeji Olukoga	
Will Salmon	Deshane Dalling	
Ben Mundele	Marcel Elva-Fontaine	Tyrique Hyde
Joe Taylor	Jack Skinner	Jamie Mascoll
Tom Champion	Deon Moore	Johnville Renee
Bradley Pritchard	Finn Jenkins	Tom Phipp
Lewis Carey	Fraser Middleton	Henry Muggeridge
Razzaq Coleman	Ronan Silva	Mitchell Nelson
Rhys Murrell-Williamson	Alfie Young	Tom Carlse



Come on
YOU ROOKS!

PLAYING FIELD

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At Playing Field, we're fans too.

Fans and supporters of brands that break boundaries and move the world forwards.

That's why we are so proud to support Lewes FC in its mission of football done better.



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Annex



N 50° 52' 08", E 000° 00' 44"

MAKE A SPEECH

FOOTBALL BUSINESS AWARDS 2023

We won 'Best Fan-Engagement by a Club' at the Football Business Awards 2023. It was a huge privilege to have won not least since we were up against incredible nominees, including Brighton & Hove Albion, Aston Villa, Everton FC and Plymouth Argyle.

ENGAGE AWARDS 2022

Lewes FC received the **Best Diversity and Inclusion Strategy Award** at the 2022 Engage Awards in November for tackling sexism, closing the gender pay gap, making its ground more inclusive to women, and developing a campaign to call out misogyny.



THE SUNDAY TIMES SPORTSWOMEN OF THE YEAR

We were **shortlisted** for The Sunday Times Sportswomen of the Year – **Changemaker Award**, which “celebrates those who have inspired others and used their platforms to create change”. The judges recognised our work to equally resource our male and female teams and opening up opportunities for players to be more involved in campaigning and community work, citing **Bradley Pritchard's community garden** that has further connected the local town with the club.

WOMEN'S HOUR POWER LIST

Maggie Murphy, Lewes FC CEO was listed in the [Radio 4 Women's Hour Power List](#) for women making an impact in sport.

BARNSTAR AWARD

Our volunteer club photographer James Boyes received a 'Barnstar' award from Women in Red, the only person to receive one in 2022. Women in Red are an organisation fixing gender bias on Wikipedia and James was nominated because he has made “a substantive change to improving the visibility of women footballers on Wikipedia”.

ROOKS WEDDING

Lifelong Rooks fan Will Kemp got married and requested to do their post wedding photo-shoot at the Pan. We were so happy to celebrate with them that we not only offered them the pitch for their photos but also gifted them with special shirts.

FOR YOUR BOOKSHELF

We are honoured to have featured in...



From training pitches to home stadia, from sponsorship to electricity bills, women all over England continued to fight a battle that had been going on for more than a century – to be treated as footballers, not second class citizens. This is the story of the season after the summer before.

Reign of the Lionesses
by Carrie Dunn



Barry Haffenden

After running the club shop for years, Barry has started helping out as the volunteer coordinator on the men's matchdays. He is a local Lewes boy and has done an amazing job in rallying new volunteers.

Joe Mockford

Fairly new to the football club, Joe started as a fan attending a few games. That transformed to him getting a half season ticket, a full season ticket, an ownership and then even volunteering at the club. Joe helps with distributing the posters across town and also brings the noise to the women's away games.

Jan Gormley

Jan started as a volunteer on the women's match days but has risen to be the coordinator. She has brought a great level of warmth and care in delivering the matchdays. Always positive and caring for her volunteers, Jan has improved the experience for fans massively.

Michael Wallis

Mike has been a fan attending games but has also been volunteering quite frequently. He volunteers across both the teams and does any and every role which needs doing. His enthusiasm, dedication and love for delivering matchdays is unparalleled.

MEDIA:

[LEWES CALL FOR EQUAL FA CUP PRIZE MONEY](#)

[LEWES ISSUE PLEA TO KAREN CARNEY ON THE FA CUP](#)

[BBC SPORT STORY](#)

[LEWES FC ON EQUAL PAY](#)

[STEF MCLOUGHLIN, WOMENS WORLD CUP](#)

[STEF MCLOUGHLIN, WOMENS WORLD CUP 2023](#)

[THE ONE SHOW](#)

[SKY SPORTS DOCUMENTARY](#)



**WE
BELIEVE
IN FOOTBALL
DONE
BETTER**





⚽ High performance football
Full financial sustainability ↺ ↻

⚠ Our house in order

Fans & Community 🏠

🌐 Impact on the world



LEWES